

The NATIONAL UNDERWRITER

75¢ a set (2)
\$7.50 a year

—The National Weekly Newspaper of Life and A&S Insurance—
Second class postage paid at Chicago.
Published weekly (with two extra issues in September) at 175 W. Jackson Blvd., Chicago 4, Illinois.

September 27, 1961
Extra Edition No. 39A

600 Honor Schriver At NALU Dinner

Schriver Presents Final Report As Executive V-P

Urges Support Of Increase
In Dues To Finance Varied
Activities Of Association



Lester O. Schriver

Except for introductory passages, what follows is the final report made to the NALU national council by Executive Vice-president Lester O. Schriver, who will retire from that post at the end of the year.

By LESTER O. SCHRIVER

Perhaps our greatest need at this juncture of our history is to keep in proper perspective the primary function of NALU. Let us never forget that while we do have a large family which performs many important, not to say indispensable, services for the industry, the parent organization is essential to the life and the future of every collateral organization. No person is born into this business as a CLU or a member of the MDRT or GAMC or even LUTC. Our association is the seedbed where the culture is protected and the young plants are nurtured. Without a constant stream of raw material, which has its start and indoctrination within the framework of NALU, every collateral family organization would die.

In that respect, we are like the army. An army would not long endure unless new fresh recruits were constantly inducted into service. You couldn't maintain an army made up entirely of generals. So our function is to maintain the means of recruiting, encouraging, and integrating new men into the

(CONTINUED ON PAGE 30)

Presides At Mile-High NALU Gathering



WILLIAM E. NORTH
New York Life, Evanston, Ill.

North Offers A Road-Map For Guidance Of NALU

A multi-point program for NALU's future activities was recommended by President William E. North at the initial session of the NALU board at the annual convention in Denver.

Major points in Mr. North's list of suggestions were these:

1. NALU should utilize an organizational chart, which would

graphically set forth the relationship between all levels of the national association.

2. NALU fiscal status and procedures should be carefully reviewed for the purpose of "living within our budget and effecting economies wherever possible."

3. The mission and functions of

(CONTINUED ON PAGE 24)

Fete Draws Many Of Those Attending Denver Convention

Annual Rally Generally
Peaceful Except For Fight
Over Dues Raise Proposal

By ROBERT B. MITCHELL

Unlike most climaxes, the climax of this year's convention of National Assn. of Life Underwriters, held in Denver at the Hilton Hotel, arrived practically at the start of the week-long agenda, for without much question the high point was the big dinner, attended by nearly 600 persons, honoring Lester O. Schriver, who will retire as executive vice-president of NALU within a few months.

With a dozen old friends on the dais taking their turns at reminiscing about him and voicing their love and good wishes, a less rugged individual than the guest of honor might well have choked up and broken down. But when Mr. Schriver rose to accept NALU's gifts from the incoming president, Robert L. McMillon, Business Men's Assurance, Abilene, Tex., his voice was steady and he gave every appearance of enjoying the affair as fully as everyone else.

In his response, Mr. Schriver started off by saying, "The only sound and deep reaction would be that of humility and gratefulness for this outpouring of friendship and good will. I was thinking, as I listened to those wonderful people speaking, 'You're rich and nothing else really matters.'"

Mr. Schriver paid particular tribute to the late J. Stanley Edwards, Aetna Life, Denver, past president

(CONTINUED ON PAGE 16)

N A L U
Convention

WEDNESDAY

FIRST
DAY

Friends Laud Schriver At Appreciation Dinner

The "Lester Schriver" appreciation dinner honoring NALU's executive vice-president, who will soon retire from that post, brought out not one or two but 12 different viewpoints on Mr. Schriver from 12 of his old friends. Following are excerpts from their tributes at the dinner, which took place Monday evening during the NALU convention in Denver.

Chester T. Wardwell, associate general agent of Connecticut Mutual Life at Peoria, Ill.: Thirty-two years ago it became my privilege to become acquainted with our guest of honor. This was in 1929, when he came to Peoria to take over the Aetna Life agency involving the supervision of 78 counties in central and southern Illinois. We have been close friends since that time and I am delighted to have this opportunity of visiting with you briefly about Lester O. Schriver as a citizen of Peoria. The old saying "a prophet is without honor in his old home town" doesn't hold true in Lester's case. He was Mr. NALU in Peoria from the time he arrived until he left in 1953.

He was the perennial program chairman for the Peoria sales congresses and was directly responsible for booking the president of the NALU at each of these congresses. The Peoria association endorsed him for national office in 1931 and he became the national president in 1935. You are all familiar with his great contributions to the industry since that date. Attaining national prominence did not lessen his interest nor his participation in the affairs of his own home community.

The breadth and scope of his activities are too numerous to list and I shall mention only a few. He was vice-president of the Proctor Hospital, and a two-time director

of the United Fund Campaign; he was chairman for the eight war bond drives in Peoria County. He is a past president of the Peoria Advertising and Selling Club and of the Greater Peoria Planning Commission. He was one of the area's best known speakers and was in great demand before all sorts of groups on all types of subjects. He often filled the pulpit when a pastor was needed and frequently was in charge of funerals of friends and civic leaders.

Peoria's appreciation of Lester Schriver was dramatically exhibited on March 20, 1958, at a testimonial dinner in his honor. This affair was under the direction of the Peoria Life Underwriters Assn. and I quote from one of the papers: "There was no lack of true drama and real human emotion on this memorable evening when over 350 of Mr. Schriver's friends . . . both in and out of the life insurance industry packed the Pere Marquette ballroom to toast their guest of

honor as Mr. Life Underwriter of North America. Stacked high on a silver tray were hundred of telegrams and letters sent Mr. Schriver from his legion of friends everywhere."

Member Of City Council

Several people from this audience were present including the chairman of this evening and Harold J. Cummings, who was the speaker of the evening. Lester Schriver was able to combine civic and political activities. He became a member of the City Council and was active in the fight to "clean up" Peoria. The city manager form of government became effective in 1953 and the final meeting of the old council occurred on the evening of May 5, 1953. The retiring council members were singing their swan songs and this story was told me by Earl Greer, who had been a member of the council for 20 years and who had served under five mayors.

This was at a time when Peoria was a wide open town and when it was rather common knowledge that some of the council members were not particularly noted for

(CONTINUED ON PAGE 34)

D. C. Bowman Trustee Candidate Platform Built On 5 Planks



David C. Bowman

Following is the four-plank platform of NALU trustee candidate David C. Bowman, agent of Fidelity Mutual Life at Allentown, Pa.

I am of the firm belief that NALU should continue in its efforts to advance and protect the field underwriter and the agency system.

I believe that continuous, strenuous efforts should be made to increase the membership of the association in order to make our voice stronger when dealing with legislative problems, so we may combat the continued attempted inroads in the industry.

Tells Opposition

I am strongly opposed to the re-entry of the federal government into the life insurance business and I feel that every effort should be made to forestall this, both for the good of the insuring public and the field underwriter.

I am not in sympathy with the present practice of mass coverages and "jumbo" group life insurance and I believe strongly in the fundamental concept of life insurance which incorporates the theory of thrift together with protection.

I am opposed to part-time agents and the continued practice of companies sponsoring the licensing of them. The service rendered by this

Local Associations To Be Honored Here For Public Service

Seventeen local associations of NALU will receive Louis I. Dublin public service awards here in Denver for their outstanding contribution to community betterment during the past year. The awards will be presented at a luncheon on Thursday.

First place honors will go to the life underwriters associations of Chicago, among associations



Holgar J. Johnson



Robert C. Singer

with over 400 members, for its direction of a "Heart Sunday" drive and for a mental health project; Orange County (Santa Ana), Cal., 101-400 members, which conducted an organizing campaign on

(CONTINUED ON PAGE 16)

type of agent is far from that to which policyholders are entitled, and I believe that these agents should not be licensed, since the type of service they render is detrimental to the favorable atmosphere the industry is endeavoring to create and maintain with the public.

I will lend every effort possible to assist NALU in the accomplishment of the above goals, whether I am elected or not.

CLUs Elect Florer President; Bare Is Named To V-P Post

Herbert W. Florer, general agent of Aetna Life at Boston, was elected president of American Society of CLU and Bruce Bare, general agent of New England Life at Los Angeles, was elected secretary at the society's annual breakfast meeting this morning here in Denver.

Other officers elected at the meeting were James P. Poole,



Herbert W. Florer



Bruce Bare

Guardian Life, Atlanta, vice-president, and Frederick W. Floyd, Manhattan Life, Philadelphia, treasurer.

Regional Directors Elected

Five new regional directors were also elected. These men, whose terms start Oct. 1, are Paul A. Norton, vice-president of New York Life, northeastern region; Hadsell S. Easton, Home Life of New York, Cleveland, middle eastern region; Wayne E. Dorman, Penn Mutual Life, Washington, D.C., southern region; Herbert J. Schwahn, Northwestern Mutual, Milwaukee, middle western region, and Adam J. Kupiec, California-Western States Life, San Diego, western region.

Receives President's Plaque

At the conclusion of the society's annual meeting, Lillian Hogue, New York Life, Detroit, whose term as president of the society expires Oct. 1, received the president's plaque and an engraved silver pitcher from Robert L. Woods, immediate past president of the society. Mr. Woods is general agent of Massachusetts Mutual at Los Angeles.

TRUSTEE PLATFORMS IN THIS ISSUE

Seven of the nine nominees for trustee positions with NALU have issued platform statements which were available in time to be included in this issue of THE NATIONAL UNDERWRITER NALU dailies. The nominees and their statements:

D. C. Bowman.....	Page 2
C. A. Connaughton.....	Page 8
E. H. Downs.....	Page 4
W. H. Gatling.....	Page 12
P. A. Hoche.....	Page 26
Earle Patten	Page 4
L. G. Yount.....	Page 10

Hosts For Capitol Life

An even dozen home office officials of Capitol Life of Colorado will serve as hosts during the company dinner Thursday evening in the Men's Dining Room of the Denver Athletic Club. They are H. S. Hagan, president; Thomas F. Jones, executive vice-president; J. P. Nordlund, general counsel; James O. Shetterly, associate counsel; W. W. Edwards, secretary, and J. Reuben Darr, vice-president, credit insurance department.

Also, John F. Shallenberger, vice-president and director of agencies; Ronald B. Thomas, sales promotion and advertising manager; Robert E. Reimann, superintendent of agencies; Donald M. Pankhard, superintendent of agencies; Charles M. Enabnit, superintendent of agencies, and Donald W. Siegrist, superintendent of agency administration.

Capitol Life is also maintaining a hospitality suite.

MORE*
PEACE OF MIND
FOR MORE
POLICYHOLDERS

OCCIDENTAL
LIFE INSURANCE COMPANY
 OF CALIFORNIA
 Home Office: Los Angeles

**10,905,206,543 of life insurance in force on June 30, 1961*



Planning for the NALU convention: NALU President William E. North (left), with NALU Trustee Robert W. Frye (standing), Northwestern Mutual Life, Denver, general convention chairman; Mrs. Vera Krueger, executive secretary of the Denver association, and James E. Mogan, New York Life, Denver.



The 1961 and 1962 executive committees of the Million Dollar Round Table: Iram H. Brewster, Phoenix Mutual, Pittsburgh, who will go on the executive committee at the beginning of the 1962 Round Table year Nov. 1; Daniel Coakley, New York Life, Boston, vice-chairman elect of the 1962 committee and a member of this year's committee; Robert S. Albritton, Provident Mutual, Los Angeles, immediate past chairman of the 1961 committee, who goes off the committee Oct. 31; James B. Irvine Jr., the 1961 chairman, who will become immediate past chairman as a member of the 1962 committee; Lester A. Rosen, Union Central Life, Memphis, MDRT chairman-elect for 1962, and Alfred J. Lewallen, member of the 1961 committee who continues on next year's committee.



Paul S. Mills, managing director of American Society of CLU; Lillian Hogue, New York Life, Detroit, retiring president of American Society; William A. Spiker, New York Life, Arlington, Va., and Jack A. Duce, assistant managing director, at the society's reception.

Asks Better Agent Image, More Unified Legislative Program

Following is the "platform" of Earle L. Patten, New England Life's manager at Fresno, Cal., who was nominated from the floor Tuesday at the NALU convention in Denver. Mr. Patten supplied this statement in response to the invitation sent by The National Underwriter to all NALU candidates, whether on the nominating committee slate or not.



Earle L. Patten

No one can question the obvious upheaval in the life insurance industry today. After several years' experience in attempting to understand the problems of our industry in one of the largest insurance states in the nation, I have arrived at several conclusions which should be expressed, since they would in a large part govern my actions as a National Assn. of Life Underwriters' trustee.

Major Problems
In my opinion, the major problems—replacement, jumbo group, association group, and so on—are symptoms of a much greater and more basic problem, rather than isolated aggravations. In an industry where laws are strong or weak, enforced or ignored, and where opportunities for great profits are to be found, you naturally expect extraordinarily aggressive entrepreneurs.

Aggressive Level Has Risen

In recent years we have seen the aggressive level rise. The climate creating this condition, we must recognize, has come about because the manufacturers of our product—the insurance companies—have allowed it to happen. The drive for volume at any sacrifice is our hydra-headed monster.

It is my observation that this climate, which some have called a form of cannibalism, has developed partially in a vacuum. As members of the life underwriter association movement, we have not been strong enough to exert the necessary influence to keep the industry in balance. And, as with the politician, our industry will stand straight only when pressure is applied equally from all sides. It is time for us to take the initiative.

Two Major Areas

There are two major areas where our efforts should be made, in my opinion, if we are to stop attempting to heal symptoms and go after the illness itself. We must develop a better public image of the life underwriter. Using the public relations practitioner's terminology, we must consider every "public"

Downs Lists 10 Aims In His Platform As Trustee Candidate

Edward H. Downs, general agent of Midland National Life at Aberdeen, S. D., gives the following as the "convictions of my candidacy" in his platform as NALU trustee candidate:



Edward H. Downs

1. That we should continue state regulation of all life insurance companies.

2. That we develop a closer relationship between NALU members and the various state insurance departments.

3. That we promote a program which will more adequately dignify the career underwriter.

4. That we stimulate and expand NALU's project of political education and participation.

Wants Qualification Law

5. That we establish a national goal of an agents qualification law in every state in the union.

6. That we vigorously oppose jumbo group, association group and direct writing.

7. That we resist and discourage the practice of dual licensing—where life insurance solicitation is coupled with the sale of mutual funds.

8. That we militantly contain any further proposal, extension or broadening of social security benefits.

9. That we discourage any re-opening of the sale of NSLI (Long amendment, S977).

10. That we rededicate ourselves to the ideals of NALU and defend the great American agency system.

If elected I will enthusiastically support the objectives of NALU and will use my influence to further the institution of life insurance.

we have: The life insurance company "public," the insurance department "public," the legislative "public" and the insurance buying "public."

Must Contribute To Excellence

Secondly we must develop in America a truly unified legislative approach at the state level. Life insurance regulation remains within the jurisdiction of the states. If this is to continue, the life underwriters association must make a contribution to the excellence of our state laws and regulations, not in a few states but in all states. Certainly nothing will bring about federal regulation faster than vastly different standards of insurance regulation between the various states.

NALU can serve a great and
(CONTINUED ON PAGE 41)

WELCOME

NATIONAL ASSOCIATION

OF

LIFE UNDERWRITERS

to the

MILE HIGH CITY

Home of the **SECURITY LIFE AND**

ACCIDENT COMPANY



SECURITY LIFE OF DENVER extends an invitation to all delegates of the
National Association of Life Underwriters Convention
to visit their offices in the heart of
downtown Denver



Over \$740,000,000 Insurance in Force
Assets of over \$53,000,000



Stuart C. Ferris, C. L. U.
Agency Vice-President

Security Life Building
14th and Stout Streets
Denver 2, Colorado

Committee For Women Guests Is Organized For Efficient Work

More than 350 women guests are on hand for the annual convention of NALU in Denver and elaborate arrangements have been made for their entertainment.



Mrs. Robert Frye

Chairman of the women guests committee is Mrs. Robert W. Frye, whose husband is chairman of the convention program committee and is with Northwestern Mutual Life in Denver.

Events started with a fashion show and coffee on Monday. Mon-



From the National Underwriter Co.'s Diamond Life Bulletins department: from left, S. Samuel Scoville, editor of the D.L.B. Agent's Service, H.P. Gravengaard, vice-president and executive editor of the department, and Robert B. Mecklenborg, editor of the Diamond Life Bulletins.

day afternoon there was a tea in honor of Mrs. William E. North,

wife of the president of NALU. Tuesday special buses took the women guests on a tour of the U.S. Air Force Academy and the Garden of the Gods, with luncheon at the Broadmoor Hotel in Colorado Springs.

Other features include a luncheon Wednesday at the Green Gables Country Club in Denver, a Western Nights at the Denver Hilton, a wives' luncheon Thursday at the Brown Palace Hotel with Executive Vice-president Lester O. Schriver as speaker.

Besides Mrs. Frye, the women guests committee includes 15 members, some of whom are chairmen or co-chairmen for various specific events. All are wives of local members. Their husbands' companies are indicated in parentheses.

Mrs. John T. Allen Jr. (Kansas City Life), chairman ticket sales; Mrs. Melvin L. Anthony (Massachusetts Mutual), co-chairman coffee-fashion show; Mrs. Sam Baum (Guardian Life), chairman Green Gables luncheon; Mrs. Arlie Beery Jr. (Great-West Life); Mrs. Robert E. Cooling (Prudential); Mrs. Donald O. Cramer (Prudential); Mrs. Richard P. Fuchs (Aetna Life), co-chairman Thursday luncheon; Mrs. E. Dee Gray (Fidelity Mutual Life); Mrs. John R. Hartley (Massachusetts

Schneider Outlines His Views On Aims NALU Should Pursue

John Z. Schneider, Connecticut General Life's manager at Balti-

more and the NALU nominee for secretary, has listed the following as the objectives that should be emphasized and pursued intelligently and persistently by NALU in the interests of the entire membership.



John Z. Schneider

NALU must maintain its time honored role of leadership in effectively working for the further self-improvement of the field agent.

A significant segment of our membership feels that individual insurance markets have already been narrowed by the accelerated merchandising of mass coverages. To whatever extent this is true, it is a challenge to the ingenuity of the field agent rather than an appropriation of the entire market.

NALU's current professional study of employee-pay-all association group plans may well shed an unsuspected light on the subject of collective buying. Our NALU membership, and the entire industry as well, may be directly benefited by the knowledge obtained because no one has ever undertaken

(CONTINUED ON PAGE 46)

Mutual); Mrs. Charles Huskinson (Life of North America), co-chairman coffee-fashion show; Mrs. DeWitt Jones Jr. (Connecticut Mutual); Mrs. Nelson C. Krum (Connecticut General Life), co-chairman Thursday luncheon; Mrs. Robert H. Perkins (Great-West Life); Mrs. Rowe Rudolph Jr. (Connecticut General), co-chairman with Mr. Rudolph of the Sunday reception for all convention guests; Mrs. Wilbur Marshall, Colorado Springs (Northwestern Mutual), chairman Broadmoor luncheon.

one of the
best
and one of the
busiest

Comparable year-to-date figures continue to show that Central Life's sales consistently run well ahead of the life insurance industry as a whole. There are several reasons why this is so—and Central Life agents agree that an important one is true graduated premium on all plans (except single premium). The quantity discount idea, first introduced in the United States by Central Life in 1955, is another example of the sales-minded leadership that's making "One of the Best" one of the busiest, too!

Central Life

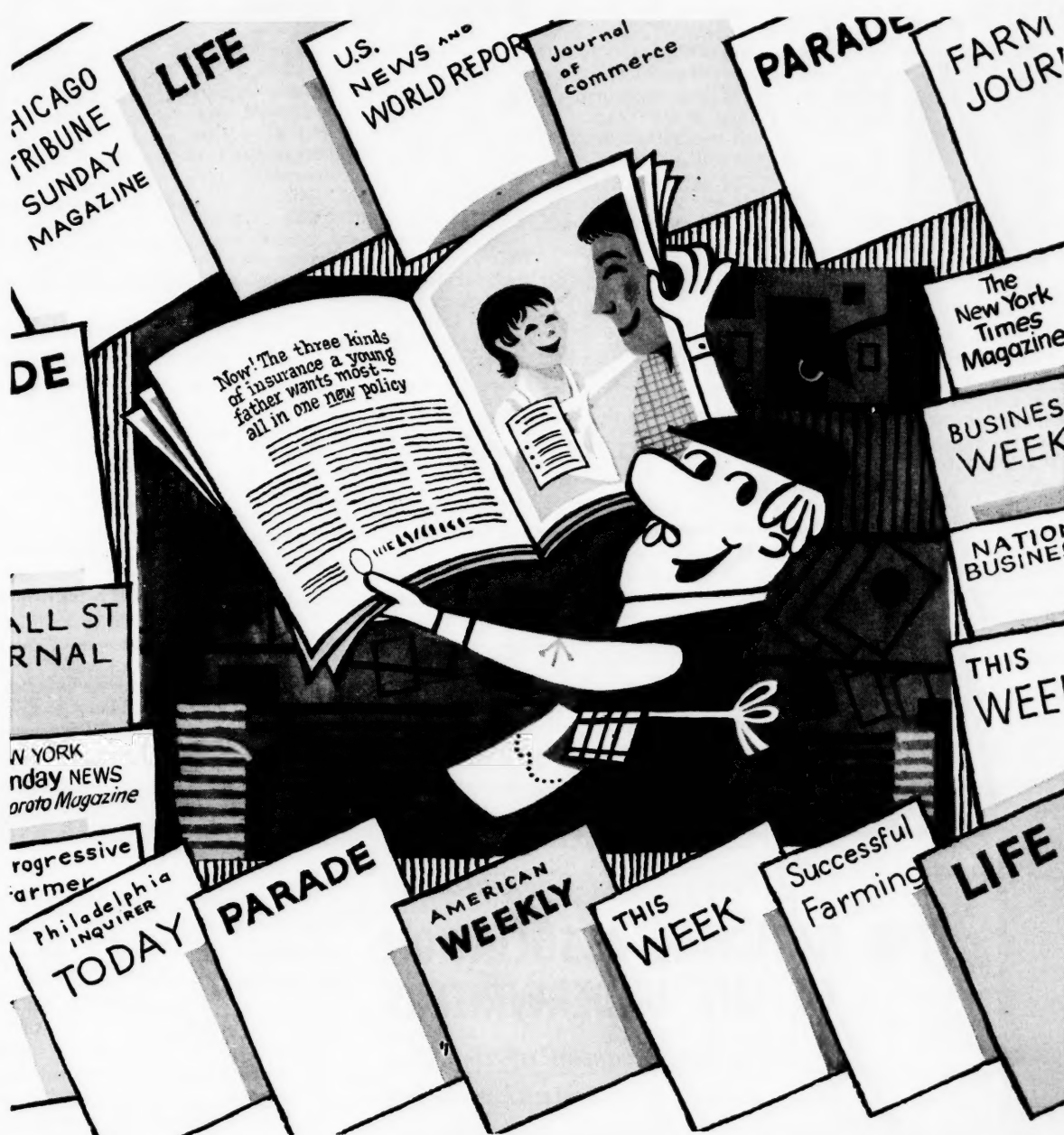
ASSURANCE COMPANY, DES MOINES 6, IOWA
Progressive and competitive, yes . . . but not
at the expense of financial security

ASSETS	\$180 Million
SURPLUS	\$15 Million
INSURANCE IN FORCE	\$650 Million



VARIABLE ANNUITY LIFE INSURANCE COMPANY
OF AMERICA

Home Office • Washington, D. C.



Equitable tells the nation about its **new Planned Security Policy!**

175,856,000 advertising impressions tell how this great new policy gives a young father the 3 kinds of insurance he wants most of all, in one new policy. An Equitable exclusive, Planned Security is another reason why America depends on The Man from Equitable and Living Insurance.

Connaughton Cites Two Main Aims In Trustee Platform

Following is the platform on which Clyde Connaughton, agent of Metropolitan Life at Shreveport, La., is running for re-election to the NALU board of trustees:



Clyde Connaughton

It has been a marvelous experience to have served as your trustee for the past year. I have tried to conduct myself in a manner that merits your confidence and support. To the many friends who supported me in Washington last year I wish to express my appreciation, and I wish I could thank each of you personally.

The past year convinces me that the experience I have gained will enable me to serve you better next year. There are many things in directing your affairs that demand the knowledge gained by past service.

There are two areas in which I am vitally interested: No. 1 is membership. I would like to be a

working part of your management to reach a goal of 100,000 members. No. 2 is to continue my activities on the health insurance committee to assure that the objectives set forth in the health committee's report at the midyear meeting will become a reality. The premium income of this segment of our business may exceed the premium income of life insurance in the next two or three years.

This does not mean that my activities are limited to these two areas. If elected, I will serve at the direction of our new president and new executive vice-president in any capacity they request. The state leadership conferences I attended this year have convinced me that the trustees have an opportunity to bring better cooperation and understanding to local and state associations and render you a real personal service. I will endeavor always to serve in the best interests of the insuring public and the field representatives of our industry.

Here For Southwestern Life

The following officers of Southwestern Life are attending the annual meeting as representatives of their company: R. R. Davenport, senior vice-president, sales; Jeff Nickelson, vice-president and agency director; Ora W. Walk, vice-president, administration, and J. Carlton Smith, educational director.

Denver Convention Of '37 Lively Even Without Big Issues

No replacement crisis, nothing about jumbo or association group or the menace of inflation made the headlines in the special convention issues distributed by THE NATIONAL UNDERWRITER at the last previous NALU convention held in Denver, that of 1937.

The program was heavily weighted toward the sales side and there were many talks on the subject, exploring various angles.

O. Sam Cummings, Kansas City Life, Dallas, was elected president, succeeding Theodore M. Riehle, Equitable Society, New York City, who was killed a dozen years later in a plane accident.

Holgar J. Johnson, now president of Institute of Life Insurance, was elected vice-president, Charles J. Zimmerman, now president of Connecticut Mutual Life, moved up from trustee to secretary, and the late Robert L. Jones was re-elected to the post of treasurer, which then as now was a "career" job.

MDRT Met At Same Time

At that time the Million Dollar Round Table was holding its meetings just before the NALU gatherings. At Denver, Jack Lauer, Cin-

cinnati, was elected chairman, succeeding Grant Taggart, California-Western States Life, Cowley, Wyo. Mr. Lauer, who had been for many years with Penn Mutual, had just recently opened an independent office.

Social security was being discussed as the new thing it was.

The need for better educated agents was stressed. Programing was heavily stressed in several talks. The progress of the CLU movement was being charted.

Dallas beat out St. Louis for the ensuing year's annual meeting.

The late J. Stanley Edwards, Aetna Life, Denver, presided at the fellowship hour that brought the convention to a close.

Two Standard (Ore.) Men

R. V. Cummins, vice-president and sales director of Standard of Oregon, and T. P. Fullmer, manager of sales promotion and advertising, are representing their company here at the convention. They are maintaining a "morning hospitality room," daily from 7 a.m. to noon. The room number may be obtained at the desk.

Liberty National Dinner

Acting as hosts at the company dinner of Liberty National Life Thursday evening in the Century Room of the Denver Hilton Hotel will be Charles T. Clayton, executive vice-president, and L. S. Evins Jr., vice-president.

Peoples Life Congratulates THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS on the occasion of its 72nd annual meeting

The National Association of Life Underwriters has been serving the best interests of the life insurance industry and the insuring public for nearly three-quarters of a century. We join with pride and confidence in wishing this dedicated organization continuing success in achieving its aims and purposes.

THE OUTLOOK . . . of Peoples Life Insurance Company may be summed up in the words "continued faith" . . . continued faith in providing protection and service to an ever-increasing number of Policyholders in all walks of life . . . continued faith in the future of the American Agency System.

From the 58th Annual Report.

Peoples

**LIFE INSURANCE COMPANY,
WASHINGTON, D. C.**

Samuel W. Hauser
Chairman of the Board

William T. Leith
President

Greetings

N.A.L.U.!

Welcome to DENVER!

Best Wishes
from these
leading **DENVER**
General Agents
and **Managers.**

H. PRESTON SMITH

General Agent

THE MUTUAL BENEFIT LIFE
INSURANCE COMPANY

818 17th Street KE 4-8178
Denver, Colorado

NELSON C. KRUM, C.L.U.

Manager

CONNECTICUT GENERAL LIFE
INSURANCE COMPANY

1008 Patterson Bldg. MA 3-6243
Denver, Colorado

M. LAKIN HUNTER & ASSOCIATES M. LAKIN HUNTER, C.L.U.

General Agent

John Hancock
MUTUAL LIFE INSURANCE COMPANY

655 Broadway Bldg. KE 4-7244
Denver, Colorado

JOHN S. STOBELAAR

General Agent

THE NORTHWESTERN MUTUAL
LIFE INSURANCE COMPANY

818 17th St., Suite 1111 AC 2-1777
Denver, Colorado

ROBERT H. PERKINS

Branch Manager

GREAT-WEST LIFE
ASSURANCE COMPANY

508 Railway Exchange Bldg. AL 5-0421
Denver, Colorado

JOHN R. HARTLEY, C.L.U.

General Agent

MASSACHUSETTS MUTUAL
LIFE INSURANCE COMPANY

1827 Grant St. TA 5-4258
Denver, Colorado

De WITT JONES, Jr.

General Agent and Associates

THE CONNECTICUT MUTUAL LIFE
INSURANCE COMPANY

105 Fillmore St., Room 210 DU 8-4031
Denver, Colorado

EARL E. CLARK

General Agent

PENN MUTUAL LIFE INSURANCE CO.

1648 Gaylord St. DU 8-4091
Denver, Colorado

SECURITY LIFE & ACCIDENT INSURANCE COMPANY

GENE D. IKENBERRY

General Manager

526 Security Life Bldg. KE 4-7647
Denver, Colorado

DONALD O. CRAMER

Manager

DONALD O. CRAMER AGENCY

THE PRUDENTIAL INSURANCE
COMPANY OF AMERICA

250 Josephine St. FL 5-4431
Denver, Colorado

LEE VRANEK

Branch Manager

THE MANUFACTURERS LIFE
INSURANCE COMPANY

944 1st National Bank Bldg. KE 4-0841
Denver, Colorado

WELCOME TO DENVER

from

Louis L. Ingram
Robert C. Miner

United Services
Life Insurance Company

Denver Colorado

THOMAS G. HERBERT

Manager

GUARDIAN LIFE INSURANCE
COMPANY OF AMERICA

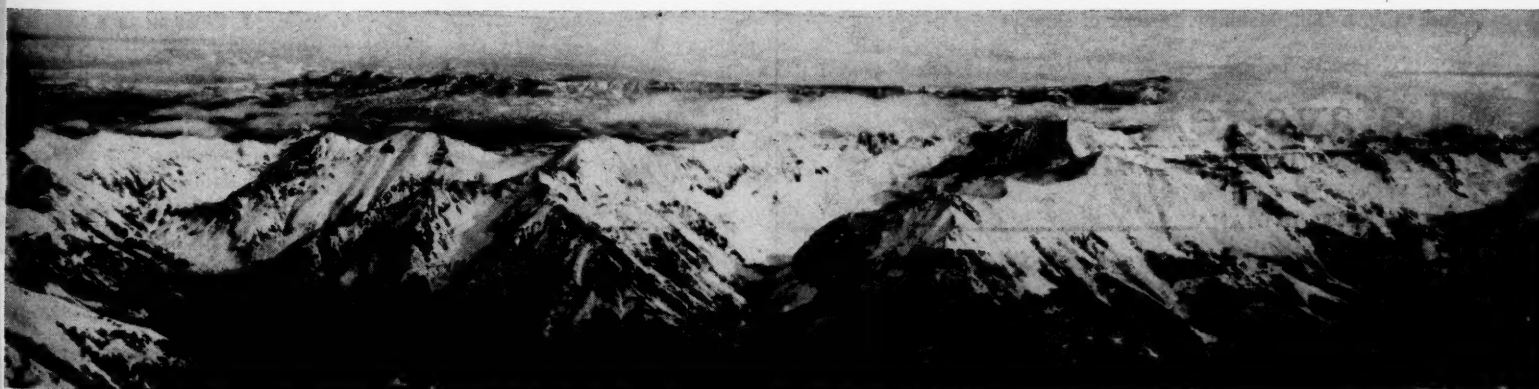
Suite 406 Security Bldg. Main 3-0145
Denver, Colorado

J. T. ALLEN, Jr., C.L.U.

General Agent

KANSAS CITY LIFE
INSURANCE COMPANY

1036 Gas & Electric Bldg. MA 3-2291
Denver, Colorado



Yount For Positive Action, Less Talk About 'Problems'



Following is the "platform" of NALU trustee candidate Lewis C. Yount, manager of the Prudential ordinary agency in Seattle.

All of us know it is easier to criticize an existing program than it is to develop new ideas and methods that are both effective and workable. This is true in any field you care to name. However, here are five specific points of view which I

would bring to the position of national trustee of NALU.

First, we should put increased emphasis on the positive side of our business and not talk so much about our "problems." I am not suggesting that they will go away if we ignore them. We know they will not. But neither can we "talk them" into disappearing. Problems we have, but it is solutions we seek. If we concentrate more on the opportunities for service in the future and dwell less on our current problems we may find the "problems" are not as insurmountable as they appear.

Second, we should strive in every way possible to improve the lines of communication with the company organizations. Our interests and the companies interests are basically the same and many of our so-called "problems" could be mitigated or eliminated through better understanding between the field and the companies.

Third, we should not only con-

tinue to oppose legislation detrimental to life insurance and those who own it, but we should also not hesitate to promote with vigor at all levels legislation in the best interest of life insurance and our policyowners. In other words, we should not hesitate to take the offensive instead of tending more often to be on the defensive.

Fourth, we must recognize that permanent, cash-value life insurance comes closer to being the perfect investment for most men than any other single investment or combination of investments yet devised. This has always been true and it always will be both in periods of inflation, which we are currently experiencing, as well as periods of deflation which history clearly shows we will see again. As an association we should vigorously promote this concept, not only with our own members but also with the general public.

Should Boost Capacity, Stature

Fifth, we should recognize that the agency system will continue to grow and prosper as long as we individual underwriters are "worthy of our hire" with the insurance buying public. And as an association we should put ever continuing emphasis on programs which increase the capacity and stature of our individual members. There is no substitute for the life underwriter. We know it. Let's keep it that way and at the same time, make the public more aware of it through continued effective public relations programs.

Those "wheelhorses" who have served their association so devoutly and well in the years past have left for all of us a great heritage. They have built well for us. But we cannot just admire what has been accomplished. We are in a dynamic business and as a national association we must keep pace. To this end I pledge my dedicated effort.

Convinces Prospect He Can't Afford To Die Underinsured



Wilma L. Jenkins

Mrs. Wilma L. Jenkins, general agent for Franklin Life at Alton, Ill., told the Women's Leaders Round Table "Sellarama" audience Sunday during the NALU convention how she persuades her

prospects that they are so underinsured that they can't afford to die.

By WILMA L. JENKINS

I never talk about life insurance, but rather about how to save money. This gets 'em—and how!

May I quote from the National Assn. of Life Underwriters magazine February issue? "To live modestly but adequately in the city, a retired couple, 65 or over, needed between \$200 and \$280 in monthly income in 1959, a recent Labor Department survey indicates. This was \$95 to \$155 more a month than the average social security payment of \$125 a month this typical couple would have received. With an income in the \$220-\$280 range, the department says a couple could "lead a healthful, self-respecting life and participate normally in community living." They would eat low and moderate-cost foods, own a TV set and use public transportation. Frills—such as an auto—would require additional income."

That's where you and I come in. My friends, there is one thing I fervently believe in and that is, if you want to make a sale, there is nothing so powerful as an idea.

I am having passed out to you a powerful idea given to us in the St.



Lafayette Life...

instead, just look at the benefits you get:

Top commissions . . . lifetime renewals . . . full vesting of renewals . . . no collection penalties (death, retirement, or termination) . . . and a generous pension plan. Lafayette keeps you happy with this sound, fair, easy-to-understand contract; with active, friendly support through modern sales tools, progressive merchandising methods, interim financing, and a liberal, realistic compensation plan. Get the benefits of a no-fine-print contract. Join Lafayette now. Write in confidence to W. J. "Bill" Mattingly, Director of agencies . . .

Lafayette

LIFE INSURANCE COMPANY

M. V. Goken, President

LAFAYETTE, INDIANA

Inquiries invited from Indiana, Ohio, Illinois, Michigan, Iowa, Nebraska, Missouri, Pennsylvania, Wisconsin, Kentucky, Virginia, Texas, Arizona, New Mexico, Tennessee, Colorado, Wyoming, New Jersey, Florida, West Virginia, Maryland, District of Columbia, Minnesota, Connecticut and adjacent states.



LOOK FOR THIS SYMBOL

Get your complimentary convention envelope. Sit down for awhile—relax! If you're curious about our service . . . we'll elaborate at the drop of an envelope.

LIFE UNDERWRITERS SERVICE CORP.

Security Building • Denver 2, Colorado • CH 4-6164

Louis division by my good friend and regional manager, Jack Wiseman.

Like a lot of ideas our managers give us, I did nothing about Mr. Wiseman's idea for a year and a half. One day the scrap of paper with his idea tumbled to the top of my cluttered drawer. Do you have a desk drawer full of ideas lying there too? This one idea has been a gold mine for me. I use this on all presentations. First you will note, a column with a man's age and how long he can earn money IF he keeps his earning capacity. I take his average yearly wage, multiply by years to work. Put this total on the blank below.

The question on how much he will save: I put a great big question mark. I turn the yellow leaf over for on the back is today's story. Mr. Prospect is 30 years old . . . has \$4,000 of life insurance, wife and four children. I put question marks in the space for how much he will want his family to have in income. I know he wants his family to have enough income to live in the manner they are accustomed to living. I merely mention the hospital and medical expense blank with the comment that he has a good coverage but additional dollars might be needed.

In the blank for "undertaker" I put a big \$1,500. I ask him how much his mortgage is on his home. I ask him how much his unpaid bills are. When I get through, add all this up, take it away from whatever life insurance he has. POOR MAN: He can not afford to die. He sees it. His wife sees it. And if his children are listening, his children see it. Result: I get him to save money and add the family income necessary to complete his program in one simple interview, usually less than one hour's time. Many a program I have written with Mr. Prospect telling me, "I don't believe in life insurance but this I like."

As a child I recall a very vivid true story. This story I tell my prospect. During World War I our neighbor's son married an English girl, bringing her to the States. They had two sons. When the boys were six and nine years old he abandoned his family and has never been heard of since. Mr. Prospect, what do you think of a man who abandons his family? A man who dies without any life insurance has also abandoned his family.

You see it is so simple and it is so much fun! I repeat, this one idea on the yellow sheet has made me a fortune.

My belief and philosophy too is very simple. Remember this, man likes to think LIVE. Man will not think DIE. The reason most men bought life insurance in the past was due to either, No. 1, LOVE, or No. 2, FEAR. But now a third reason has been added. That third reason is most important today. It is GREED. People like to do-by example. By appealing to Mr. Prospect to save you hit the No. 1 spot of greed.

Second, he will think of his family and—remember I said second. Insured savings provide for his family. Third, men are fearful for the times of emergencies. The cash values of his savings plan give him peace of mind for his future. An important fact is that he is giving himself a lifetime of income for less capital than any other method of savings. All our great companies have annuity options, but too few of us talk about one of the most appealing options life insurance has to offer—a lifetime of income, one Mr. Prospect can not outlive.

My belief and philosophy too is that we women are fortunate to have a vocation whereby we can earn money equal to men for equal efforts. And for this we women should be grateful to the life insurance industry. Because of this philosophy I am enjoying—and I know a lot of you too have—a five-figure income with an opportunity of earning more money each year.

Successful Producer Is Tough Boss Of Himself



Charles R. Tyson

President C. R. Tyson of Penn Mutual gave this talk at the annual dinner of the Women Leaders Round Table during the NALU annual meeting in Denver.

By CHARLES R. TYSON

Last winter I asked six field men from our company to spend a weekend at our home in Philadelphia in order to give me a first hand look at what constituted an under-

writer who was a better than average money earner for himself and for the company.

These six men were not necessarily the largest producers, or ones with the greatest rate of growth, or with the greatest number of clients. They were selected because they represented high quality standards. We tried to determine whether there was a specific pattern of conduct and thought which could be passed on to others and be representative of top quality in any life insurance company.

It was soon found that all had one thing in common. They were tough bosses, tough bosses of their own sole proprietorships. But, they all had pretty much the same long-

(CONTINUED ON PAGE 38)

PRUDENTIAL'S
AWARD-WINNING
TV SERIES

THE TWENTIETH
CENTURY

1960 - 1961
EMMY AWARD

1959 - 1960
EMMY AWARD

1959 - 1960
LOOK MAGAZINE
AWARD

1960-1961 U.S.
DEPT. OF DEFENSE
CERTIFICATE OF
COMMENDATION

For the second year in succession Prudential's much acclaimed TV series, "THE TWENTIETH CENTURY," has won the coveted Emmy Award. Also, a special U. S. Department of Defense Certificate of Commendation for outstanding service in presenting Armed Forces activities has been added to the program's many achievements, awards and prizes. Week after week the program brings millions of people the exciting events, problems and personalities of our time. "THE TWENTIETH CENTURY" is one of the ways we build public acceptance for our products and for the services of Prudential representatives.



THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

LIFE INSURANCE • ANNUITIES • GROUP INSURANCE
SICKNESS & ACCIDENT PROTECTION • GROUP PENSIONS

Stever Tells MDRT Hour Of Work-Plan Blueprint

The carefully worked out plan of organized activities that has



Ron Stever

helped him qualify for the Million Dollar Round Table for 26 consecutive years was shared with his audience by Ron Stever, Equitable Society, Los Angeles, who spoke on the Million Dollar Round Table hour Wednesday at the annual convention of NALU at Denver. A past chairman of the Round Table, Mr. Stever was the closing speaker of the 1961 MDRT meeting. His Denver talk was along the same lines as his talk at the Round Table meeting, which was reported at some length in the July 22 issue of THE NATIONAL UNDERWRITER.

Based On Five Fundamentals

Explaining his production pattern as an action plan based on five fundamentals, Mr. Stever said: "They were valid and effective when I worked them out in the early '30s, and they have demonstrated their continuing validity ever since. It didn't make any difference whether I was an individual working with other individuals, the head of an organization working with other organizations, or any conceivable combination of the two. They got results then, and they still do. They are (1) an adequate plan of prospecting; (2) an organized routine which becomes largely automatic; (3) a considerable degree of specialization; (4) a definite plan of building prestige; (5) the ability to visualize objectives."

What follows is the final section of Mr. Stever's talk—on the ability to visualize objectives—followed by his summation:

During my struggles in the early '30s, Ron Stever & Co. was a dream and a plan—an ultimate objective. However, I kept the vis-

ualization of that objective in my mind's eye and took steps to make it possible as circumstances permitted. I won't go into all the details, but by the early '40s I had my own organization, and my own offices in Los Angeles.

Today, our staff includes two lawyers, a CPA, four CLUs, an actuary, an expert on communication of employee benefit plans, four MDRT members, and the clerical staff to bring our total personnel to 25. Before I began to apply the "organization concept" I devoted 100% of my time to producing a much smaller volume of business. Now, although that volume has increased several-fold, and is still increasing, I find that I only have to spend about half my time working directly at it. Fully 50% of my time is spent in outside activities, and my secretary reminds me that I take a more or less active part in some 26 different educational, professional and civic organizations.

I mention the development of Ron Stever as an illustration of the last factor in our "Pattern for Progress"—an ability to visualize objectives. Disraeli said, "Success in any line of endeavor is predicated on our ability to visualize definite objectives and to work constantly toward that goal."

However, if we are to attain real success in business and reach a satisfying and fuller life, must we not sell ourselves on the need for making the coherent plans and putting forth the extra efforts required? If we can picture our goals in terms of persons, places and things—then we can sell ourselves on getting organized and going out after them.

Wanted To Be CLU

At the end of my first year, I had a little trouble visualizing the future because I wasn't completely sure I had one. However, during the second year I got things straightened out a bit, paid off the debts, and began to envision certain things I would like to have.

For example, I wanted to be a CLU and I wanted a larger and better home. So I wrote these things down. Then I felt the stirrings of other ambitions: I thought I could make the Million Dollar Round Table; I wanted a substantial increase in my own insurance program; a leadership role in civic activities; my wife and I wanted to travel; and I was envisioning the establishment of a professional consulting life insurance organization. I wrote all these things down and took a long, hard look at them.

I knew the only way to get them was to plan and work for them. So I worked up a presentation and sold myself on it. I got a very impressive, custom-made, leather portfolio to make a formal record of my objectives. It opened into three sections. In the first section I placed my production goals, including MDRT qualification. In the center section, I put self-improvement and study goals: CLU, Dale Carnegie, and so on. In the third section I put my long-term objectives: a more adequate home, a second car, my own professional organization, clubs, travel—all those things. As soon as one goal was accomplished, I replaced it immediately with another. That leather portfolio (a new one by now) still occupies a prominent place on my desk.

Had To Measure Progress

Having sold myself on visualized, definitely attainable objectives, I had to measure my progress toward them. For many years I have made it a standard practice to submit an annual report to myself—my own principal stockholder. I prepare a formal report which points up progress for the year and highlights any failures and weak points. Then I recapitulate and set up my plans and objectives for the coming year. I commend this practice as a source of inspiration to keep striving for better things.

There's one other factor which is not formally included in my "pattern for progress," but I sometimes think it should be. That's the matter of physical fitness—maintaining the sound body for the sound mind to live in. I have a

(CONTINUED ON PAGE 43)

Up For Reelection, Trustee Gatling Has 10-Point Platform



William H. Gatling

Following is the "platform" of NALU Trustee William H. Gatling, Jefferson Standard Life, Norfolk, Va., who is running for reelection:

I believe NALU, by all lawful means available to it, should continue and intensify its efforts to—

1. Curb unsound lateral extensions of group and other mass forms of life insurance coverage, particularly to members of professional associations and similar organizations and to mortgagors.

2. Eliminate the direct selling of group insurance.

3. Combat inflation, with its erosive effects on fixed income.

4. Prevent the reopening of the National Service life insurance program except to the extent that may be necessary to provide for those veterans whose insurability has actually been impaired by reason of service-connected disabilities.

5. Educate the public with respect to the unique values of permanent life insurance as opposed, for example, to term insurance and other investments.

6. Oppose the overexpansion of the social security benefit and tax structure because of the threat that such overexpansion poses to the private life and health insurance business, to the soundness of the social security program itself and to the entire national economy.

7. Prevent the indiscriminate replacement of life insurance.

8. Increase the writing of high quality business.

9. Create better public relations, especially through greater participation in community and public service activities.

10. Defend state regulation and actively assist in the improvement of such regulation when necessary.

GREETINGS to the N.A.L.U. CONVENTION from WASHINGTON, D. C.

THESE WASHINGTON GENERAL AGENTS and MANAGERS SEND BEST WISHES to the MEMBERS of THE NATIONAL ASSOCIATION

THOMAS F. BARRETT, JR.

General Agent

CONNECTICUT MUTUAL LIFE INSURANCE

1413 "K" St., N.W.

NA 8-3926

JOSEPH A. BARBEAU

Manager

ACACIA MUTUAL LIFE INSURANCE COMPANY

51 Louisiana Ave., N.W.

NA 8-4506

Where You Get Tomorrow's Protection Today

GEORGE P. SAMPSON

General Agent

MANHATTAN LIFE INSURANCE COMPANY

Specializing In Surplus Business

Sub-Standard Up To 1000% Mortality

Sampson Bldg. 2008 Hillyer Place, N.W.

DE 2-6604

THE HATZES AGENCY

R. Louis Hatzes, C.L.U., General Agent

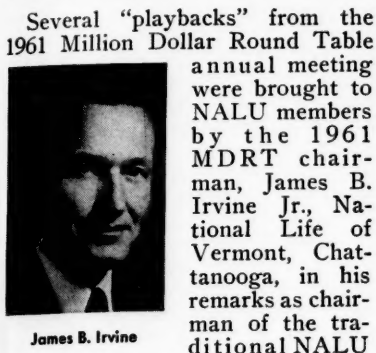
FIDELITY MUTUAL LIFE INS. CO.

1630 Connecticut Ave., N.W.

HO 2-6800

NALU ROUND TABLE HOUR:

Irvine Recalls Major Events Of MDRT Rally



James B. Irvine

Several "playbacks" from the 1961 Million Dollar Round Table annual meeting were brought to NALU members by the 1961 MDRT chairman, James B. Irvine Jr., National Life of Vermont, Chattanooga, in his remarks as chairman of the traditional NALU Million Dollar Round Table at the NALU convention in Denver.

Mr. Irvine spoke briefly in ac-

knowledge of NALU President North's introduction, but then turned the rostrum over to Robert S. Albritton, Provident Mutual, Los Angeles, who read Mr. Irvine's remarks because the MDRT chairman's jaw had been fractured by being hit with a mallet in a polo game two weeks ago.

Before discussing the "playbacks," Mr. Irvine digressed briefly to emphasize how "abundantly proud" the MDRT is to be a part of NALU and to point out that even though qualified as a member of MDRT an agent cannot remain in the Round Table if he does not continue in his local association.

"Within this very month," he said, "I regret to report that MDRT membership in the case of one member was automatically revoked, as required by our bylaws, for the sole reason that we were officially notified by one of your local associations that the member in question, who was also an MDRT member, had been expelled from that association. Once this fact was officially certified to us, our action was automatic and without any question as to the reason behind that association's action. I tell you this simply for the purpose of making certain that you know and understand clearly the considerable extent to which your interests are identical with our interests. Need I say more?"

Reaffirms MDRT Principles

Mr. Irvine's first "playback" was a reaffirmation of the principles on which MDRT operates as an organization. This is important, he said, because it answers many of the questions that come to the MDRT not only from NALU members outside of MDRT but inside it as well—such questions as, Why doesn't MDRT take an active part in supporting candidates for office? Why doesn't MDRT take a stand on group insurance limits, premium financed life insurance, social security legislation, inflation and the like?

The answer, said Mr. Irvine, is that the sole basis of membership in MDRT is one of personal performance as a life insurance salesman, and that its objective as an organization is the improvement of the knowledge, the sales techniques, and the personal performance of its members.

Accordingly, he said, MDRT conceives that its obligation to its members and to the insurance industry is best achieved by (1) generating through its membership requirements and what it does for its members the most effective source of sales inspiration and incentive in the business; (2) developing the MDRT annual meeting as the outstanding sales seminar

in the industry; (3) sharing with the industry the market-tested sales ideas and techniques generated by MDRT members and the prestige of their superior sales performance; (4) creating through good public relations a friendly and receptive attitude toward life insurance sales efforts on the part

(CONTINUED ON PAGE 40)

McNamara Improving Following Stroke

NALU Trustee Frank McNamara, general agent of Old Line Life at Waukesha, Wis., who suffered a stroke two weeks ago and had to withdraw as candidate for NALU secretary, is reported to be considerably improved. He was able to sit up for 20 minutes in his hospital bed early this week. A few days earlier he underwent an operation for the removal of a blood clot in his neck.

Krueger, Waggoner Win Walter Craig Awards For CLU Journal Work

Harry Krueger and Leland T. Waggoner, associate editors of the CLU Journal, were presented the Walter A. Craig award at the annual breakfast of American Society of CLU in Denver.

Mr. Craig served as editor of the Journal from its origin in 1946 until his death in 1950. On the occasion of publishing the 15th anniversary issue, the fall 1961 issue, the Journal board recommended that the society establish a memorial award as a tribute to the first editor to be presented to the two men who served with him almost from the beginning.

Mr. Krueger is general agent of Northwestern Mutual at New York and Mr. Waggoner is vice-president for sales of Life of North America.

We look forward to meeting you in the
Renewal Hospitality Suite

Brown Palace Hotel • September 24-29 • John H. Weber

NOW RENEWAL GUARANTY CORPORATION ANNOUNCES 4 NEW EXCLUSIVE BENEFITS ON RENEWAL COMMISSION LOANS

1. Long term repayment plan
2. Interest on unpaid balance only
3. No service fee or commission charge
4. Loans are non-demand and non-callable

A General Agent or agent can easily convert his Vested renewal commissions to cash now. Loans from \$2,000 to \$100,000. We are presently doing business with over 80 U. S. Life Insurance Companies in 45 states and two foreign countries. During the past 9 years, this corporation has loaned over ten million dollars to the Life Insurance Fraternity. We assist life underwriters to become even more successful.

For complete, confidential information on this exclusive service, please call or write

Renewal Guaranty Corporation

2323 First National Bank Building • Phone TABer 5-2254
Denver 2, Colorado

"LARGEST SPECIALIZED FINANCING SERVICE FOR LIFE UNDERWRITERS"

RGC

RGC's President, John H. Weber, has been a member of the NATIONAL ASSN. of LIFE UNDERWRITERS over 15 years.

RENEWAL GUARANTY CORPORATION N
2323 First National Bank Bldg., Denver 2, Colo.

Gentlemen: Please send me complete, confidential details on your exclusive service. I understand I am NOT obligated in any way.

☐ AGENT

☐ GENERAL AGENT

Name.....

Company.....

Address.....

City.....Zone.....State.....

Now!

DAYTIME ACTIVITY WITH RESULTS

with this new powerful full-color
Audio-Visual filmstrip . . .
motivating

BUSINESS LIFE INSURANCE FOR THE SOLE PROPRIETOR

'THE
INDISPENSABLE
MAN'

It drives home the TRUTH without
offending.

FREE PREVIEW

See and hear "The Indispensable Man" at no cost. Specify on your letterhead the size record for your projector. We'll send you a copy at once.

AUDIO VISUAL RESEARCH CO.

1147 South Beverly Drive
Los Angeles 35, California
CRestview 4-2241

Do You Wonder How We Get Out These Two Issues? So Do We

By ROBERT B. MITCHELL

As convention-attenders are handed copies of these special NALU convention issues by a member of THE NATIONAL UNDERWRITER staff, a frequent comment is, "I don't see how you do it!"

And, at about that point, neither do we. When we look back over the long chain of events that had to go as planned, it seems little short of a miracle that so many things went right, thereby permitting us to deliver at the convention the papers printed the night

before in Chicago. It meant that the planes carrying the news copy and the undeveloped films from the convention to Chicago got there safe, and reasonably close to schedule. It meant that this was not the time when a 16-page form of type elected to smash itself on the floor and have to be set all over again. It meant that the air express people got the cartons of papers to the right airport, on the right plane and then held them at

the air express office at the destination airfield, to be picked up by a National Underwriter man in a taxi.

Many NALU convention-goers assume that these special issues are printed at the convention city. We used to do it that way, but after a few experiences with printers who found they couldn't make the schedules they had promised, we started printing the papers at our regular printer's in Chicago. Bad flying weather has given us some anxious moments, but with very few exceptions the papers have arrived on time for distribution as planned.

While much of the convention material is sent from the meeting after we get there, from half to two-thirds of the "reader" content must be in type before we get to the convention or our convention reporters are going to have to stay up most of several nights to get the needed copy and pictures to Chicago in time. Early in August we start harassing speakers for advance copies of their talks. Some come through and some don't. The early responders get the best play, because at that point we don't know how much material we're going to get in response to our pitiful pleas, so we put through the early talks on the full side. By deadline time we will probably be so tight that anyone who didn't send us a manuscript can only be referred to as one who "also spoke."

While the convention reporters visibly tearing around the convention after news get the credit for their hard work, these special issues call forth equally strenuous efforts from all members of our editorial and advertising staffs. Putting out the equivalent of 2½ regular papers in addition to the regular issue of the week leaves nobody any time for picking daisies.

On hand at NALU's annual meeting here for American United Life is **Max W. Hittle**, manager of agencies.



Back when the convention was still in the planning stage: NALU President William E. North (right) with Harry Litzenberger of the Denver Convention and Visitors Bureau.

more than an advertising slogan . . .

"AT KANSAS CITY LIFE,

THE AGENT

IS ALWAYS

KEY MAN!"

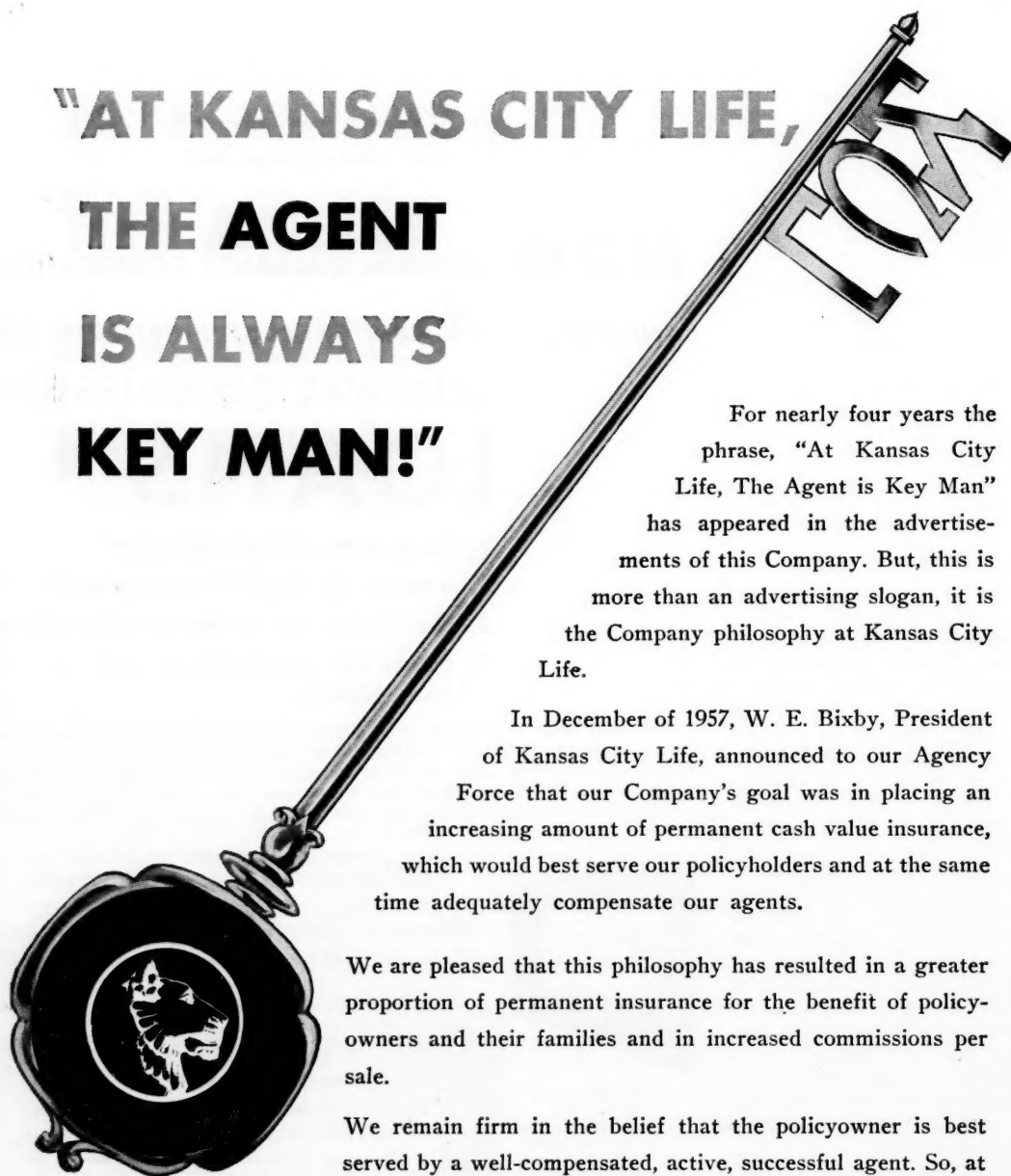
For nearly four years the phrase, "At Kansas City Life, The Agent is Key Man"

has appeared in the advertisements of this Company. But, this is more than an advertising slogan, it is the Company philosophy at Kansas City Life.

In December of 1957, W. E. Bixby, President of Kansas City Life, announced to our Agency Force that our Company's goal was in placing an increasing amount of permanent cash value insurance, which would best serve our policyholders and at the same time adequately compensate our agents.

We are pleased that this philosophy has resulted in a greater proportion of permanent insurance for the benefit of policyowners and their families and in increased commissions per sale.

We remain firm in the belief that the policyowner is best served by a well-compensated, active, successful agent. So, at Kansas City Life the Agent continues to be the Key Man.



KANSAS CITY LIFE

INSURANCE COMPANY

Home Office / Broadway at Armour / Kansas City, Missouri
Represented in 41 States and the District of Columbia



Agent's Job: Let Widow Stay In Her Own World

By ROBERT B. COOLIDGE

Life insurance is what will enable a widow and her family to remain in their own world and nothing else can be depended on to do the job, said Robert B. Coolidge, senior vice-president of Aetna Life, in his address at the annual meeting of American Society of CLU during the annual convention of NALU at Denver. Nobody but the life insurance agent can promise a man that kind of security, Mr. Coolidge emphasized. Following is a slightly abridged version of his talk:

Have you ever known anyone to mature a life insurance policy and say that he was sorry he had bought it? At one time in my career I had the opportunity of delivering a great many matured endowment checks and before long I knew exactly what the policyholders would say when I handed them their checks. They always said the same thing in almost the same words. I would hand a policyholder his check. He would take it and look at it, and then look up and smile and say, "I only wish that I had bought twice as much. I could have done it just as well as not." They always say that. They don't care what kind of dollars they are. The dollars are there—dollars that just wouldn't be in their hands if they hadn't bought the policy. Those dollars are created dollars.

Dr. Huebner Quoted

Dr. Huebner, [president emeritus of American College], has emphasized this creative quality of the life insurance investment. He used to have an expression—perhaps he still uses it—that life insurance picks up the dollars which would otherwise be "frittered away" for unnecessary extravagances. And in these days that is an extremely important characteristic.

Some of you older men will remember how the late Paul Speicher, [president of Insurance R&R], expressed this thought when he said that in every man's pay check there are two incomes. There is the income of the young man that he is today and the income of the old man that he some day will be. And the great big human problem which almost everyone has to struggle with is to keep the young man from spending the old man's money. There is nothing—nothing in the world—that does this so well as life insurance. Life insurance catches the dollars that otherwise

would dribble through the young man's fingers. It catches them and puts them together and sends them on ahead to provide—security.

How Many Read Article?

I wonder how many of you read the article in a recent issue of Life magazine titled, "Why Nobody Can Save Any Money." And the author really means nobody, saying that even \$75,000-a-year executives find it impossible to save.

If you have read the article as carefully as I have, I think that you will agree with me that the author doesn't prove that nobody can save any money. I suspect that he chose the title as an eye catcher rather than because he may have believed it literally. But he does

prove, at least to my complete satisfaction, that it is an extremely difficult job for anyone to save money out of income. If people are really to save, they need all of the help which they can possibly get.

In establishing this point the author takes an actual case of a young man in St. Louis. This young man is married, has a family, is buying his home and, of course, is equipping it. He has been very successful for his age for, though he is only 28 years old, he has an income of \$1,000 a month. The author then outlines the family budget. This is not an ideal budget, but rather where the money actually goes.

Family Budget Outlined

Withholding, social security, city tax, \$113; payment on house, \$135; payment on car, \$80; payment on air conditioner, \$39.47; payment on washer-dryer, \$24.80; payment on new sofa, \$17; payment on \$300

(CONTINUED ON PAGE 42)

Purser Feted By Penn Mutual As GAMC Head

Penn Mutual Life held a reception Monday evening in the Terrace Room of the Denver Hilton Hotel to honor Carr R. Purser, who has served as chairman of General Agents & Managers Conference of NALU for the past year. Mr. Purser is Penn Mutual's general agent at New York.

Charles R. Tyson, president of Penn Mutual, is heading the company's contingent here during the convention. He is accompanied by three other home office officials—John M. Huebner, senior vice-president; George A. Bennington III, vice-president, and M. P. Gallagher, agency secretary.

Representing Volunteer State

On hand at the annual convention for Volunteer State Life is Carter J. Lynch Jr., agency vice-president.



WE WERE DETERMINED.....TO COMPLETE OUR HEADQUARTERS CONSOLIDATION*



...IN TIME FOR THE.....NALU CONVENTION.....AND WE DID!

*Latest effort in our continuing program of providing field men with the best in home office service.



YOU CAN GROW
WITH PANLACO

PACIFIC NATIONAL LIFE ASSURANCE COMPANY

Home Office: 215 Market Street, San Francisco

ORDINARY • ACCIDENT AND SICKNESS • GROUP

Schriver Dinner Draws Crowd At Denver Convention

(CONTINUED FROM PAGE 1)

of NALU. He said he had planned to have an empty chair at the head table out of respect for Mr. Edwards' memory but it seemed to him that Mr. Edwards wouldn't have liked that so Mr. Schrivers asked Isadore Samuels, New England Life, Denver, to occupy the seat. Mr. Schrivers recalled that Mr. Edwards had urged in 1936, when Mr. Schrivers was NALU president, that the next year's convention be held in Denver. But Mr. Schrivers said Mr. Edwards was logical and not given to verbal pyrotechnics. At the time, air conditioning was just coming into vogue as an attraction, and Mr. Samuels supplemented the Denver invitation issued by Mr. Edwards with a spirited plea, climaxing it with "Come to Denver, where it's air conditioned by God."

"It was one of the hottest weeks of the year," Mr. Schrivers recalled with a smile, "but we had a good time anyway."

The talks of four of the 12 who were chosen to give brief talks on the guest of honor are given elsewhere in this issue. The others will be reported in the second convention daily, issued tomorrow. H. P. Gravengaard, executive editor of the Diamond Life Bulletins depart-

ment and vice-president of the National Underwriter Company, could not be present and his talk was read by Mr. McMillon. Maxwell Hoffman, veteran NALU staff official, could not attend either.

The proposal to increase national dues by \$3, of which only \$2 would be immediate, is the only bone of contention of any magnitude in intra-NALU affairs. Several eastern associations, notably New York and Pennsylvania, are against it, contending that it should be delayed another year to see what the incoming Executive Vice-president James A. Byrd, may be able to evolve in the way of reducing expenses. The issue had not yet been discussed in the National Council by press time but presumably it will have been settled before you read this. It will be covered in the second convention daily.

On the industry problems front, replacement reared its ugly head higher than ever. There was a lot of discussion of it in committee meetings and elsewhere.

Perhaps one reason why the usual problems seem no worse than they do is that the surroundings are so pleasant. The host association, with John R. Hartley, Massachusetts Mutual general agent, as chairman of the local convention committee, has all arrangements running with unostentatious smoothness. The clean and generally clear air makes everybody feel good, even though the easterners had some trouble adjusting their sleeping habits to a three hour time difference.

Local Associations To Be Honored Here For Public Service

(CONTINUED FROM PAGE 2)

behalf of the Big Brother movement; Aberdeen district, S.D., 50-100 members, for providing the leadership for a drive which culminated in the founding of the Brown County Council of Aging, and Tri-Lake (Lake Placid), N. Y., less than 50 members, for its sponsorship of a community forum on youth problems and for work leading to the setting up of a youth council.

Holgar J. Johnson, president of Institute of Life Insurance, will make the presentation of awards at the luncheon, which will also feature an address by Palmer Hoyt, editor and publisher of the Denver Post, who will speak on "Life Insurance and the Public Weal."

The awards are named after Louis I. Dublin, who was director of the public service program, which is sponsored by the institute and NALU. Mr. Dublin headed the program until his retirement last December. Since then it has been coordinated for the two organizations by Robert C. Singer, assistant director of the institute's promotion and advertising division.

Two associations will be awarded silver plaques for sustained effort in a continuing or new pro-

ject. They are Dallas, for an extensive Cancer Crusade drive, and Oklahoma City, for its expanded support of the Oklahoma Medical Research Foundation. These awards are given in recognition of exceptional projects carried out by local associations that have received first prizes in previous years.

Certificates of merit for the runners-up will be awarded to Denver, United Fund; Hawaii, Cancer Crusade; Grand Rapids, Project Hope; Rochester, N.Y., Red Cross blood donors; Bridgeport, Conn., Goodwill Industries; Southwest Florida, Fort Myers, mental health; Fremont, Neb., Heart Fund; Framingham, Mass., high school scholarship recognition; Northwestern Illinois, Freeport, Cancer Crusade; Jackson County, Ala., Scottsboro, highway safety, and Petersburg-Hopewell, Va., Red Cross blood donors.

Bankers (Neb.) Plans Dinner

The Albany Hotel Thursday evening will be the scene of a company dinner and reception given by Bankers Life of Nebraska. Host for the occasion will be James W. Lantz, vice-president, sales, and M. V. Lonergan, resident vice-president, western division.

From Life Of North America

Life of North America's representative at the convention here in Denver is Edmund L. Zalinski, executive vice-president.



GREETINGS TO THE N.A.L.U.

AT DENVER

FROM THE NEW YORK GENERAL AGENTS AND MANAGERS

CONGRATULATIONS TO G.A.M.C. ON ITS 10th ANNIVERSARY!

HERBERT J. BUDNICK, C.L.U.

General Agent
Aetna Life Insurance Company
355 Lexington Avenue
New York 17, N. Y.
MUrray Hill 2-2128

LILLIAN F. DOUGLASS

General Agent
CITIZENS LIFE INSURANCE CO.
of NEW YORK
11 West 42nd Street New York 36, N.Y.
BR 9-3214

M. P. ARDEN ASSOCIATES, INC.

General Agent
NATIONAL LIFE INSURANCE CO.
MONTPELIER, VERMONT
247 Park Avenue New York 17, New York
YUkon 6-0077

SAMUEL D. ROSAN AGENCY, INC. CONTINENTAL ASSURANCE CO.

Jack Cohen, CLU Harold Cole
Howard J. Rosan, CLU Samuel D. Rosan
136 William Street New York 38, N.Y.
BE 3-8114

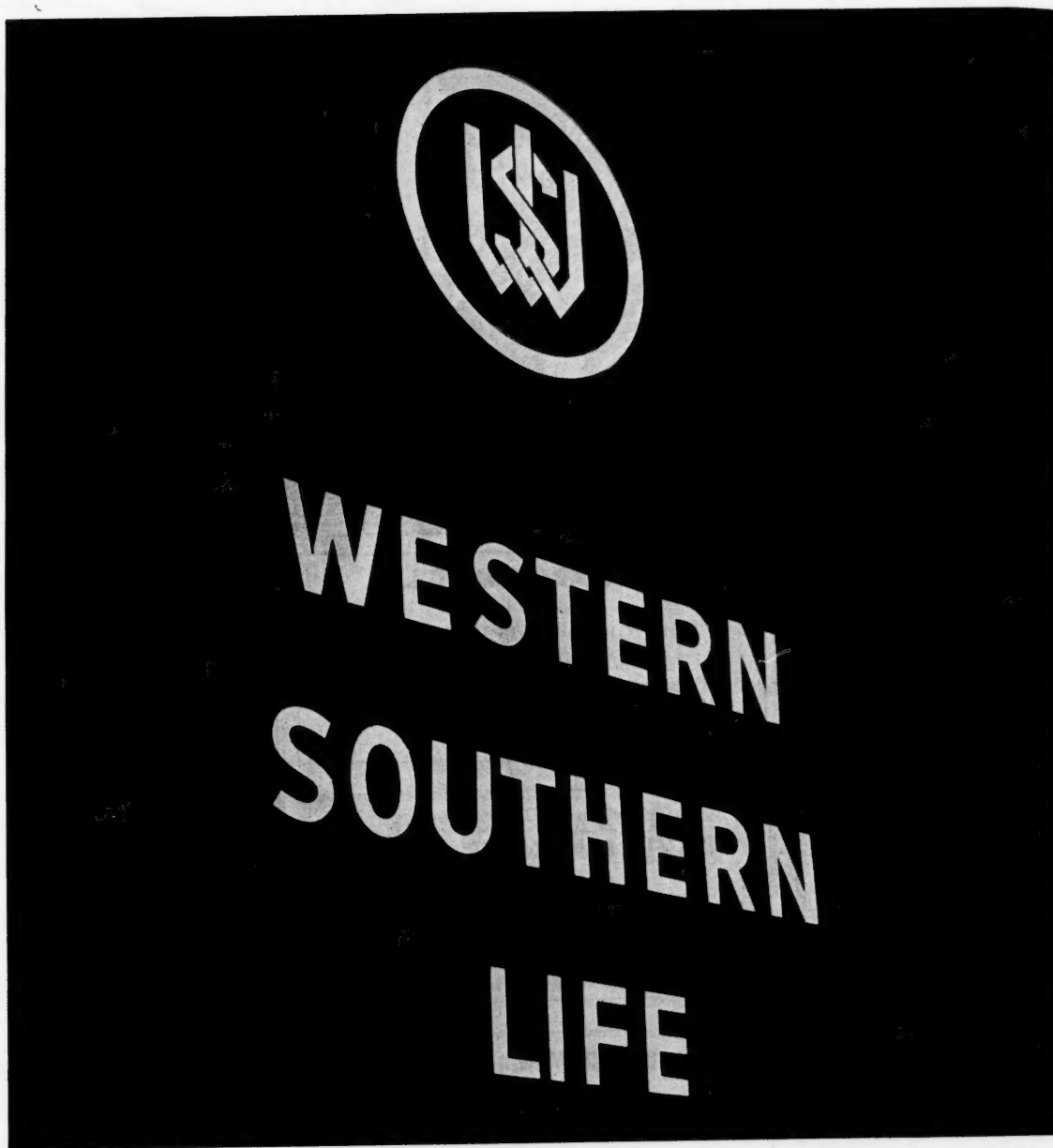
HAROLD A. LOEWENHEIM, C.L.U.

Manager
HOME LIFE INSURANCE CO.
342 Madison Avenue YUkon 6-0660
Peter Gutman, Asst. Mgr.

THE RANSOM-CLARK AGENCY

The Connecticut Mutual Life Insurance Co.
Warren E. Clark, General Agent
Complete Brokerage Service
102 Maiden Lane New York 5, N.Y.
Whitehall 4-0300

1st Day



LEGEND OF GROWTH FROM COAST TO COAST

ASSETS . . . \$1,059,177,853 • INSURANCE IN FORCE . . . \$5,241,276,317

THE WESTERN and SOUTHERN LIFE INSURANCE COMPANY

Home Office, Cincinnati, Ohio • A Mutual Company • William C. Safford, President

REGIONAL OFFICES:

Philadelphia, Pa. • Jacksonville, Fla. • Asheville, N. C. • St. Louis, Mo. • Houston, Texas • Los Angeles, Calif.

SECHTMAN & McWILLIAMS*General Agents*

AETNA LIFE INSURANCE COMPANY
200 East 42nd Street New York 17, N.Y.
Murray Hill 2-0200

THE GROGAN AGENCY*of***THE GUARDIAN LIFE INSURANCE COMPANY**

500 Fifth Avenue Longacre 4-8755
for more out of LIFE . . . and A&H too . . .

THE CHARLES B. KNIGHT AGENCY, INC.*General Manager***THE UNION CENTRAL LIFE INSURANCE COMPANY**

225 Broadway, New York 7, N.Y. BArcley 7-4500
CHARLES N. BARTON, C.L.U., Pres.
Maurice Ziff, Exec. Vice Pres.

EDMOND J. NOURI, C.L.U.*General Agent***NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY**

200 East 42nd St. New York 17, N.Y.
Murray Hill 7-5560

Carl L. Russell, Jr. G. C. York
Brokerage Mgr. Pension Dept.

HARRY KRUEGER, C.L.U.*General Agent***THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY**

386 Park Avenue, South New York City
New Ideas—Old Ideals
MUrray Hill 3-8800

HAROLD G. PRATT*General Agent*

John Hancock
MUTUAL LIFE INSURANCE COMPANY

225 BROADWAY BArcley 7-1070
NEW YORK, N. Y.

WILLIAM A. ARNOLD, II*General Agent*

John Hancock
MUTUAL LIFE INSURANCE COMPANY

Complete Brokerage Service

161 William St. • New York 38, N.Y. • WO 4-2366

Telephone Circle 5-2300

DAVID MARKS, JR., C.L.U.*General Agent***NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY**

666 Fifth Avenue NEW YORK 19

THE SCHMIDT AGENCY

Roger W. Schmidt, C.L.U.

Arthur W. Schmidt, C.L.U.

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY

575 Lexington Ave. New York 22, N.Y.
MUrray Hill 8-2600

DAVID A. CARR AGENCY INC.**CONTINENTAL ASSURANCE COMPANY**

50 E. 42nd St.
New York 17, N. Y. OXford 7-3424

AUSTIN & SCHULMAN, General Agents*Gilbert V. Austin, C.L.U.*

Joseph Schulman

AETNA LIFE INSURANCE COMPANY

16 Court Street BROOKLYN 1, N.Y.
TRiangle 5-7560

DAVID B. FLUEGELMAN, C.L.U.*General Agent***CONNECTICUT MUTUAL LIFE INSURANCE COMPANY**

342 Madison Ave., N. Y. 17, N. Y. MU 7-5035
All Facilities for Brokers and Surplus Writers

CHARLES E. DRIMAL, C.L.U.*General Agent***THE PENN MUTUAL LIFE INSURANCE COMPANY**

630 Third Avenue New York 17, N. Y.
MUrray Hill 2-7200

KREBS & SMITH*General Agents***AETNA LIFE INSURANCE COMPANY**

Aetna Bldg., Corner William & Fulton
151 William Street, New York 38
REctor 2-7900

PHILIP J. GOLDBERG and Associates

155 East 44th St. New York 17, N.Y.
YUkon 6-6650

LAMBERT M. HUPPELER, C.L.U.*General Agent***NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY**

400 Park Ave. New York 22, N.Y.
PLaza 1-4200

JAMES F. MacGRATH, JR.*General Agent***THE UNITED STATES LIFE INSURANCE COMPANY**

161 WILLIAM STREET NEW YORK 38, N. Y.
BArcley 7-4828

THE SULLIVAN AGENCY**FIDELITY MUTUAL LIFE INSURANCE COMPANY of Philadelphia**

Arthur L. Sullivan, General Agent
107 William Street New York 38, N. Y.
WHitehall 4-5926



TO THE N.A.L.U.

AT DENVER

FROM THE

NEW YORK GENERAL AGENTS & MANAGERS

THE SALINGER-WAYNE AGENCY

Benjamin D. Salinger, C.L.U. Stanley R. Wayne
General Agents

MUTUAL BENEFIT LIFE INSURANCE CO.

41 East 42nd St., N. Y. City MU 7-0200

LOWELL C. CAMPS

General Agent



800 Second Ave. at 42nd St., New York 17
OXford 7-2121

Complete Brokerage facilities for Life—A&S—Group & Annuities

ARTHUR H. BIKOFF

General Agent

AETNA LIFE INSURANCE COMPANY

The Fifth Avenue Agency

666 Fifth Ave., 35th Floor New York 19, N.Y.
Columbus 5-0505

W. L. Perrin & Son, Inc.

Julius L. Ullman, Pres.

Non-Can 'A&S'—Medical—Hospital—Individual—Group Plans
General Brokers Qualify. Lifetime Service Fees.

75 Maiden Lane, New York 38, N.Y., HANover 2-4044

CONGRATULATIONS

ROBERT I. CURRAN, JR.

President

of the Life Underwriters Association of New York

HAROLD N. SLOANE AGENCY, INC.

General Agents

CONTINENTAL ASSURANCE

111 John St., N.Y. 38, N.Y. BEekman 3-4545

THE MALLON-CURRAN AGENCY

Organized Service

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

Murray Hill 2-7979 630 Third Avenue
E. LLOYD MALLON and ROBERT I. CURRAN, JR.

JAMES A. RANNI ORGANIZATION

General Agent

MANHATTAN LIFE INSURANCE CO.

Charlie McKeone Bill Ranni
Bill Mearns

551 5th Ave., 36th Floor New York 17, N.Y.
Murray Hill 7-8750

CONSTITUTION AGENCY, INC.

THE UNITED STATES LIFE INSURANCE CO.

Frank T. Crohn, C.L.U. Daniel Andron, C.L.U.
General Agents

119 West 57th Street Circle 6-2736
New York 19, N.Y.

SAM P. DAVIS

Manager

PHOENIX MUTUAL LIFE INS. CO.

20 East 46th St., N. Y. Murray Hill 2-6042
Leading Company Agency

ROSWELL W. CORWIN, C.L.U.

General Agent

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY

233 BROADWAY NEW YORK 7, N. Y.
BEekman 3-6620

"Bill & Dave Harmelin"

THE HARMELIN AGENCY, INC.

General Agent

CONTINENTAL ASSURANCE COMPANY

50 Church Street New York 7, N. Y.
COrtland 7-4686-7-8

"Where Business is Appreciated"

CARL E. HAAS, C.L.U., INC.

General Agent

CONTINENTAL ASSURANCE COMPANY

32 Court Street Brooklyn 1, N. Y.
TRiangle 5-7362
Group insurance and lifetime service fees
available to all producers.

PHILIP F. HODES

General Agent

E. J. HODES, ASSOC. GEN. AGT. NATIONAL LIFE INSURANCE CO. OF VERMONT

55 Liberty Street New York 5, N. Y.
Telephone
BArcley 7-3972

MICHAEL J. DENDA

Resident Vice President

UNION MUTUAL LIFE INSURANCE COMPANY

William Oechslin, Assistant Manager
521 5th AVENUE NEW YORK 17, N.Y.
MURray Hill 7-2355
Life, Group, Non-Cancellable, Sickness and Accident

For Tops in Personalized and Progressive*
Life Underwriting, call—

VINCENT A. CARLIN, JR.

General Agent

MANHATTAN LIFE INSURANCE COMPANY
107 William St., New York City BO 9-5570

*Substandard up to 1000% Mortality

JOHN J. KELLAM, General Agent

NATIONAL LIFE INSURANCE COMPANY

530 Fifth Ave. New York 36, N. Y.
Direct Wire N.Y.C. to New Canaan, Conn.
Call CYpress 2-6676
New Canaan telephone—WOODward 6-2636

B. WILLIAM STEINBERG & Associates, Inc.

General Agent

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

225 Broadway, N.Y.C. BArcley 7-7100
Jamaica District Office
166-26 89 Ave.—AXtel 7-6000
Hartsdale District Office
One N. Central Ave.—ROckwell 1-2500

RUSSELL B. KNAPP, GENERAL AGENT

MUTUAL BENEFIT LIFE INSURANCE COMPANY

233 Broadway BEekman 3-8090
Woolworth Bldg. New York 7, N.Y.
John Howard Hanway, C.L.U., Asst. Gen. Agt.
"We want to earn the right to your Brokerage
Business through Friendliness and Service."

Clara Fields Briefs WLRT On Roll-Your-Own Pension Plan

By CLARA S. FIELDS

In other economic times, professional men often purchased big premium endowment annuity life insurance maturing at 60 or 65. In the contract's later years, its cash value would far exceed its face value, and even though the annual cash value increase would be quite sizable (and indeed it would be increasing much more than the annual premium), yet it is a sad fact that the insurer would have nothing at risk on the insured, since any death benefit would simply be the cash value. Also, the insured would have to pay ordinary income tax on any excess received over the sum of all premiums.

Taking a cue from split fund pension plans, where the corporate

contribution is divided into two portions, one of which pays the premium on an ordinary life contract, while the other goes into an auxiliary fund to gather tax-free interest, we can now offer to professional men somewhat the same scheme to have a double-barreled plan working for them. And live or die, it works out very, very well indeed. I call it a roll-your-own pension plan.

In A Nutshell

The idea is this: The professional man (ineligible at present for a corporate qualified pension plan acceptable to Internal Revenue) would purchase a low-premium ordinary life non-participating policy, and then each year put the difference between its premium and a

higher-cost policy into a tax-exempt bond of some kind, using the tax-free interest from the bonds to reduce the insurance premium each year.

Take as an actual example a plan worked out for a doctor, now age 46, who is considering retirement in 20 years. Where an endowment annuity contract would have a \$4,000 premium, a 20-pay life participating would have a \$2,440 premium, but an ordinary life non-participating would require only \$1,440 per year. The first mentioned is too high, but the 20-pay premium can be managed. By selecting the ordinary life, however, he would free \$1,000 each year to invest in a tax-free municipal bond. There are guaranteed figures for premium and cash values; there are no dividends to consider; interest rate on the bonds is assumed to be 4%, and the annual interest is utilized to reduce the annual insurance premium.

This will result in a most satis-

A pension plan for professional men, one which has both the advantages of an ordinary life contract and an auxiliary fund for the accumulation of tax-free interest, was outlined Sunday by Clara S. Fields, Protective Life of Alabama, Mobile, at the Sellarama of Women Leaders Round Table of NALU. In her talk which appears below, Mrs. Fields tells how a "roll-your-own" pension plan works.



Clara S. Fields

factory arrangement whereby the insured will have a steadily increasing amount of death benefit (no term, no riders). His cashout value will far surpass that of a conventional policy. By using tax-free funds to help pay each premium, he would not only reduce his total out-of-pocket expense for the year, but the tax-free nature of these interest payments will be very attractive in his tax bracket. (Example: If he is in the 50% bracket, each \$1 of interest is worth \$2 of ordinary income.)

Increasing Death Benefit

The cashout value would always be the amount provided by the policy plus the sum of all bonds. At retirement, if he so chooses, he can merge these two amounts and have a goodly retirement fund. If he should die before retirement, the death benefit would be the \$50,000 from the insurance plus the sum of all bonds held.

If his wife applied for and owned the policy, the \$50,000 would go directly to her free from income or estate tax, and also free from probate costs. Unless she has a large estate of her own, it would probably be wise to let her own the bonds also, and the gift of the annual premium plus the bond-purchase money to her would be well under the annual gift tax exclusion, yet would result in her having up to \$70,000 free from any tax, if death of the husband should come before retirement.


Flexible Plan

This plan is so flexible that an almost infinite number of variations can be arranged, without changing the basic idea. If not ready to retire at age 66, for example, he could continue the insurance coverage but stop purchasing the bond each year. By then the interest on the bonds held would be \$800 per year (tax-free, at that) which would make the net premium \$645. Or, give the \$1,000 each year to a young child to deposit in his own savings account, thus throwing any tax on the interest thereon into the child's low (or non-existent) tax bracket and enabling the interest to compound. Another angle would be to put the \$1,000 per year into an investment fund that specializes in capital gain situations, then pay the cap-

(CONTINUED ON PAGE 33)

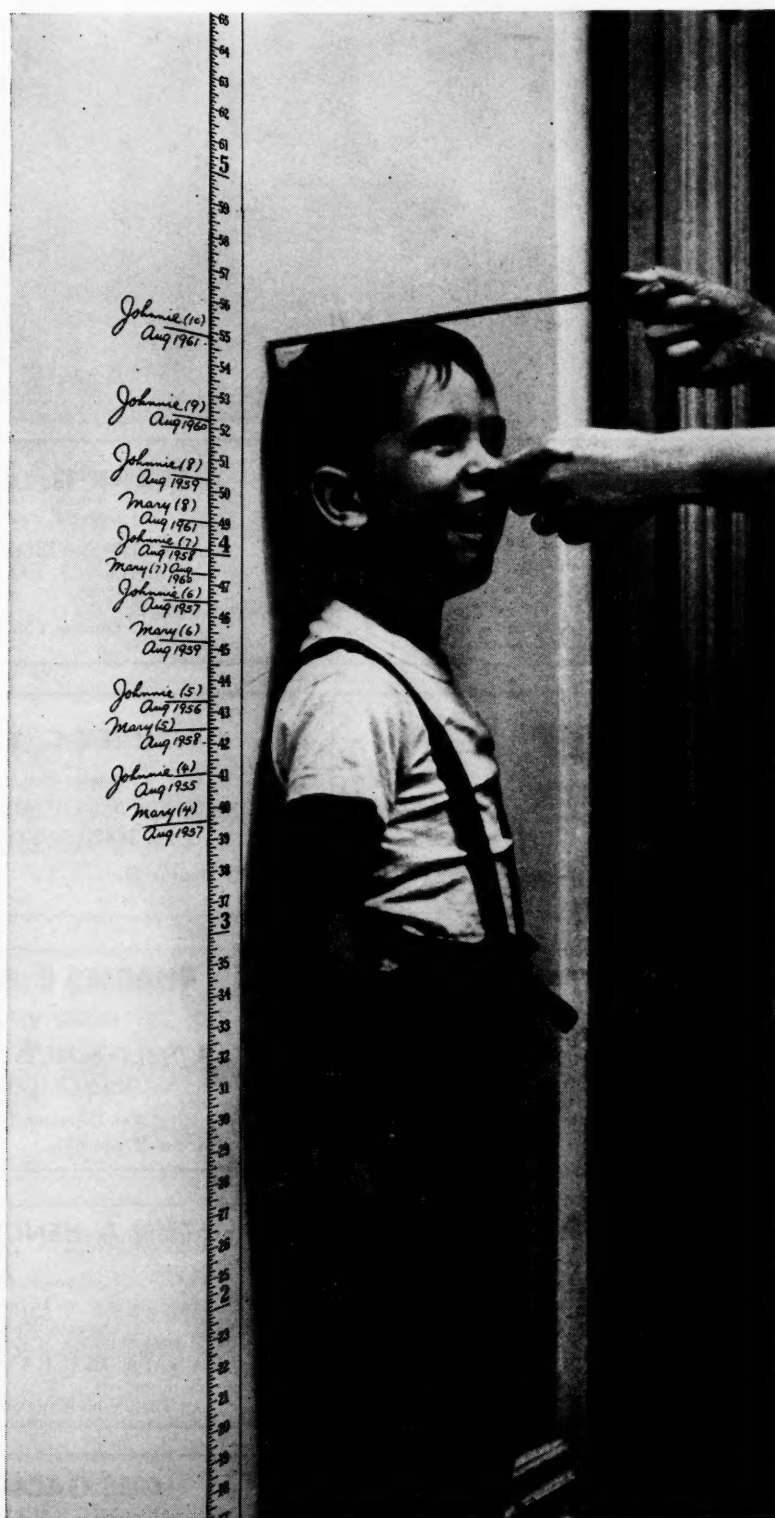
UNITED WE STAND FOR NALU

United of Omaha takes pleasure in lending its support to the aims and objectives of the National Association of Life Underwriters.

United  **OF OMAHA**
A TWO-BILLION DOLLAR LIFE INSURANCE COMPANY

Home Office: Omaha, Nebraska. Service Offices throughout the United States, Canada, Canal Zone and Puerto Rico.

Will he "measure up" in his school work, too?



*"Chin up! Shoulders back! Stand tall!"
"You're a big boy now—ready
for school."*

What about your youngster? Even though he may appear to be in tip-top condition—like the one shown here—it is a sensible idea to have his health checked *before school opens*.

Your child's doctor will be alert to problems—both physical and emotional—that could interfere with your youngster's school progress. For example, he might have some slight and unsuspected defects of his eyes or ears which, if attended to now, could prevent difficulty later on.

And when you see the doctor, you can talk with him about your child's health habits. If, for instance, he skips or barely eats breakfast, he will have a poor start for his day's work at school.

Now's the time to make sure, too, about your child's protection against the communicable or "catching" diseases. Are his immunizations up-to-date against polio, diphtheria, whooping cough, tetanus and smallpox? Protection against influenza is also given to some children.

A preschool check-up could make the difference between a good or a disappointing year at school—for children who are entering, as well as those who are returning to school.

To supplement your doctor's advice, Metropolitan Life will send you its informative booklet, ABC's of Childhood Disease.

Metropolitan Life INSURANCE COMPANY



A MUTUAL COMPANY • Home Office—NEW YORK—Since 1868
Head Office—SAN FRANCISCO—Since 1901
Head Office—OTTAWA—Since 1924 • Over 1000 Offices, U.S.A. and Canada

This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in publications with a total circulation in excess of 45,000,000 including Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Redbook, Reader's Digest, National Geographic, U.S. News, Look.

Your Brokerage and Surplus Business Solicited
All Forms of Ordinary Group and Pension and
Profit-Sharing Plans

Non-Cancellable Accident and Health
JOSHUA B. GLASSER ASSOCIATES, INC.

General Agents

CONTINENTAL ASSURANCE COMPANY
Illinois Leading Life Insurance Company

39 South LaSalle Street
Chicago 3, Illinois CEntral 6-1295

FREEMAN J. WOOD

General Agent

LINCOLN NATIONAL LIFE INS. CO.

208 S. LaSalle St. Tel. CEntral 6-1393

An Agency Well Equipped To
Handle Brokerage Business

EARL M. SCHWEMM AGENCY

135 So. LaSalle Street

Suite 1035—RA 6-5560

THE GREAT-WEST LIFE
ASSURANCE COMPANY

THE SWANSON AGENCY

NEW ENGLAND MUTUAL
LIFE INSURANCE CO.

2080 Board of Trade Bldg.

Harrison 7-8090

THE EARL C. JORDAN AGENCY MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

Suite 1616 One N. LaSalle Bldg. RA 6-0060

John R. Breeze, Stephen W. Edwards,
Assistant General Agents

Earl W. Hatch, Brokerage Mgr.

Glenn L. Felner C.L.U., Morris Hirsch C.L.U.
Managers Pension Development

FRANK G. LOTITO

General Agent

LINCOLN NATIONAL LIFE
INSURANCE COMPANY

105 S. LaSalle St.

CEntral 6-5631

Suite 710

EUGENE T. O'REILLY, C.L.U.

General Agent

LINCOLN NATIONAL LIFE
INSURANCE COMPANY

39 S. LaSalle St. RA 6-6588

CHARLES T. ROTHERMEL, JR., C.L.U.

General Agent

John Hancock
MUTUAL LIFE INSURANCE COMPANY

135 S. LaSalle St.

Chicago

CEntral 6-6400

HARVEY C. YUDELL

Agency Manager

NEW ENGLAND MUTUAL LIFE
INSURANCE COMPANY

79 W. Monroe St.

FRanklin 2-7834

BUD JOHNSON

General Agent

NATIONAL LIFE OF VERMONT

120 S. LaSalle Street

CEntral 6-2500

NORTH AMERICAN LIFE ASSURANCE
OF TORONTO, CANADA

ROBERT S. BOWLES, C.L.U., MANAGER

2004 Board of Trade Bldg.

WAbash 2-0737

CHARLES E. BUTLER

General Agent

FIDELITY MUTUAL LIFE
INSURANCE COMPANY

Tel. HArrison 7-3255

1440 Board of Trade Bldg.

Chicago

Estate Planning and Business
Insurance Service to Brokers
We specialize in the "hard to handle" cases

HERBERT GEIST, C.L.U.

General Agent

MASSACHUSETTS MUTUAL LIFE
INSURANCE COMPANY

175 W. Jackson Blvd.

HArrison 7-1266

RAPPAPORT AGENCY

General Agents

PACIFIC MUTUAL LIFE

Earle S. Rappaport, C.L.U.

Eugene Rappaport, C.L.U.

141 W. Jackson Blvd.

HArrison 7-7244

Chicago

STEIN & HENDERSON



General Agents

A. D. Stein

Arwood Henderson

AETNA LIFE INSURANCE COMPANY

120 S. LaSalle St.

Chicago, Illinois

Telephone ANdover 3-1920

ELMER F. LAYDEN, JR.

Manager

LA SALLE STREET BRANCH
CONTINENTAL ASSURANCE CO.

208 So. LaSalle St.

Suite 1104

FI 6-7778

JOHN O. WILSON

General Agent

THE MUTUAL BENEFIT
LIFE INSURANCE COMPANY

One North LaSalle St.

RAndolph 6-3444

GUS GADNESS

Regional Vice-Pres.

CALIFORNIA LIFE
INSURANCE COMPANY

134 N. LaSalle St.

Suite 1606

DE 2-7030



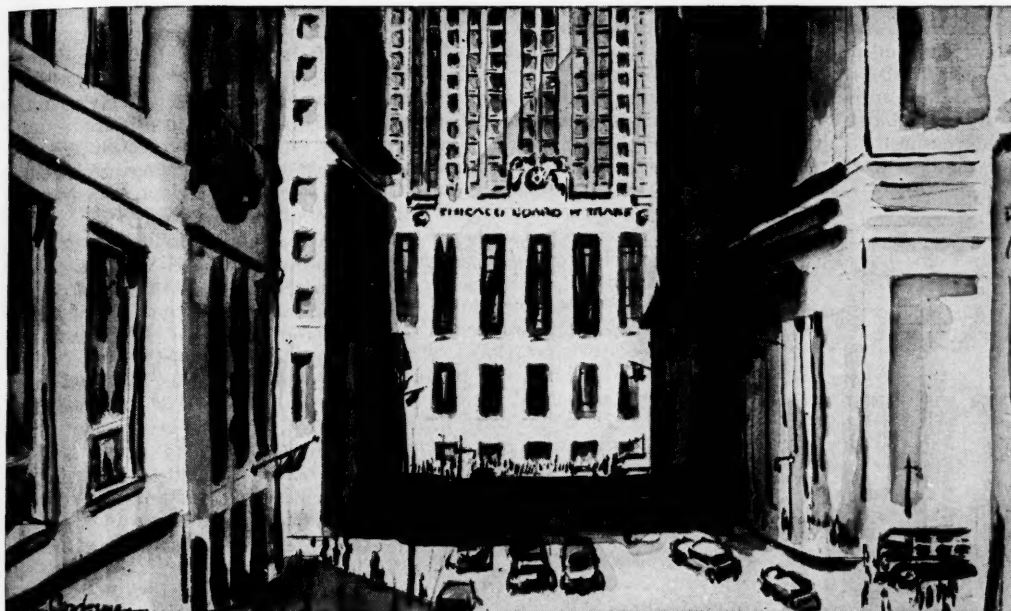
CHICAGO'S LEADING

EXTEND CORDIAL GREETINGS TO THE

LIFE OFFICES

N.A.L.U. 72nd CONVENTION

**SEE YOU IN
CHICAGO IN '62**



GEORGE C. BEHRNS

General Agent

NEW ENGLAND MUTUAL LIFE
INSURANCE COMPANY

Oldest New England Mutual
Life Agency in Chicago

105 W. Adams St.

CENtral 6-1300

WALTER C. LECK AGENCY

STATE MUTUAL LIFE ASSURANCE CO.
OF AMERICA

Walter C. Leck General Agent
309 W. Jackson Blvd. CHICAGO 6, ILL.
HARRISON 7-4110

ROBERT F. OBER & ASSOCIATES

NORTH AMERICAN LIFE ASSURANCE
Toronto, Canada

One N. LaSalle St. ANDover 3-7537
A Top Notch Brokerage Organization

ROBERT E. HANNON

General Agent

MASSACHUSETTS MUTUAL LIFE
INSURANCE COMPANY

135 S. LaSalle St.

ANDover 3-1820

JOHN H. JAMISON and ASSOCIATES

General Agency

NORTHWESTERN MUTUAL LIFE
INSURANCE COMPANY

208 So. LaSalle St. Suite 2010
STate 2-0633

J. JEROME MILLER AGENCY

General Agency

SECURITY BENEFIT LIFE INS. CO.

208 S. LaSalle St. Suite 776
ANDover 3-6876

FREDERICK I. SMITH

General Agent

"Brokerage Exclusively"

THE MANHATTAN LIFE INSURANCE
COMPANY OF NEW YORK

39 S. LaSalle St.

Suite 709

RANDolph 6-0540

R. M. MAC CALLUM and ASSOCIATES

WASHINGTON NATIONAL
INSURANCE COMPANY

R. M. Mac Callum, C.L.U., General Agent
Martin R. Hauelsen, Group Supervisor
Main Floor City National Bank Bldg.
208 S. LaSalle St. FI 6-0788

FRANKLIN LIFE

Chicago Division

Profitable Agency

Opportunities Available

CHICAGO SERVICE OFFICE

120 S. LaSalle St. FRanklin 2-0823

NORRIS E. WILLIAMSON

General Agent

THE CONNECTICUT MUTUAL LIFE
INSURANCE COMPANY

135 S. LaSalle St.

RA 6-1060

GEORGE H. GRUENDEL, C.L.U.

General Agent

NEW ENGLAND MUTUAL LIFE
INSURANCE COMPANY

CHICAGO 209 So. LaSalle RANDolph 6-6514
SKOKIE 64 Old Orchard ORchard 4-1805
MT. PROSPECT 21 E. Prospect CL 9-3300

O. EMBRY MOATS AGENCY MUTUAL OF NEW YORK

O. Embry Moats, C.L.U., Mgr.

Howard B. Fischer, Brokerage Supv.

Telephone CENtral 6-7400

38 S. Dearborn St.

Chicago

Suite 605

MOORE, CASE, LYMAN & HUBBARD

General Agents

John Hancock
MUTUAL LIFE INSURANCE COMPANY

Timothy J. Sullivan

175 W. Jackson Blvd.

WABash 2-0400

Ferguson Agency

OCCIDENTAL LIFE
COMPANY OF

INSURANCE
CALIFORNIA

135 S. LaSalle St.

ANDover 3-1883

Chicago 3

ALEXANDER & COMPANY

Wade Fetzner, Jr., C.L.U.

John H. Sherman

Harry G. Walter, C.L.U.

General Agents of

THE PENN MUTUAL
LIFE INSURANCE COMPANY

135 South LaSalle St.

Chicago

FRanklin 2-7300

North Offers Road-Map For NALU

(CONTINUED FROM PAGE 1)

NALU committees should be reviewed and every effort made to appoint the best qualified committee chairmen and members.

4. A thorough reappraisal of the NALU convention format, policies and procedures is in order so as to make the event more attractive and useful to association members.

5. Every area of NALU activity can and should be analyzed by a permanent research and planning committee in a manner leading to "the development of a well marked road leading forward into the future. We must establish numerous important and definite goals, while remaining flexible enough to meet unforeseen day-by-day problems,

situations and challenges."

6. A study in depth of current NALU nominating procedures should be undertaken.

7. There is urgent need to liquidate the mortgage on the NALU headquarters building and a program to this end should be set in motion.

The gist of this program was

embodied in the report that Mr. North made to the NALU national council on Tuesday. Here are some of the other highlights of Mr. North's national council report:

On the president's itinerary: Officially scheduled travel, about 60,000 miles, plus 10,000 miles of semi-official travel with little or no expense to NALU for a total of 70,000 miles. Estimated audiences, more than 28,000 persons. Almost every audience included a number of leading citizens outside the insurance business.

On cash value life insurance: "Standing before thousands of underwriters and civic leaders throughout the country, we have told the story of life insurance again and again. We have endeavored to picture it as the vital service we all know it to be. We have tried to portray the responsibilities which are ours to provide more and better security through the free enterprise system. . . We have reminded audiences everywhere that life insurance is more nearly the solution to the problems of most people than any other economic invention. We have asked underwriters to tell their story of life insurance in terms of benefits and so simply, so clearly that people will naturally employ it as the foundation of their estates. The best defense is a strong offense. Take what we have—what life insurance can do. Force competitors to meet us. They can't!

"A more dynamic and dramatic approach to the distribution of cash value life insurance must be sought and found. Since the only true security is that which a person himself buys, owns and controls, there can be no substitute for security programs based on personal initiative and individual thrift. The problem of family and individual security is and always should be solved by people accepting personal responsibility to do for themselves those things they can and should do for themselves."

Group insurance: The problem involving "jumbo" and "wild" group's dangers will remain until each segment of the industry realizes that it is adversely affected by any policy that adversely affects another segment of the industry. It seems impossible as yet to obtain acceptance of this idea. Greater attention to the concept that group should be marketed as supplemental, not substitute, coverage should reduce termination and replacement of personal insurance when group insurance is installed or increased.

Persistency and sound business: "The replacement problem has been referred to as a breakdown of the moral precepts and ethical standards which once played such important roles in building the life insurance business. People resent those who influence them to sustain a loss. Unfortunately, people tend to judge us by the conduct of others. People have long accepted without question the recommendations of underwriters and the con-

LIFE INSURANCE — A STATUS SYMBOL

With the economic weather vanes pointing toward new sales records for many products during the next several years, with personal savings and average income at an all-time high, the life insurance agent continues to face a unique paradox. Offering the most vital service available to the American family, he still has probably the hardest of all products to sell. That's why our business may be the last frontier of creative salesmanship.

Life insurance will always require a capable, persuasive man at the front to arouse interest, explain its variable provisions, and program the individual client. Actually a custom-made product, it must be fitted by the agent to each specific need. Package items like soap, even cars, can be sold through advertising "over the heads" of the salesman and the dealer. Not so with life insurance.

As life underwriters, each of you competes with agents of other companies, to be sure. But you compete far more significantly with other products for a share of the consumer's dollars. And your most serious competition is with houses, cars, clothes, and a few other items that are regarded, consciously or subconsciously, as "status symbols." Obviously the total life insurance written annually could be multiplied many times if we could make the ownership of sufficient life insurance a matter of personal pride as conspicuous as, say, driving the latest model automobile.

You face a tremendous task to create, in your prospect's mind, the need for sufficient life insurance, but there is a "status" approach that will give more emphasis to this need than in the past.

It is one that should appeal to, at one and the same time, the prospect's mind, heart, and pocketbook. You do not belittle the attractiveness of, or his right to, such trappings of success as new cars, comfortable homes, fashionable apparel. These are also symbols of accomplishment and an important measure of worldly success.

The worthiest status symbol is the prospect's opinion of himself . . . how he rates his own sincerity and integrity, his own principles of morality, his regard for his family. These are evaluations that a man can know only in his heart. They are part of "living with one's self."

This status symbol is more vital than his friends' appraisal of his success. The drive that motivates most men is provision for their families. The wise ones insure this by investing in life insurance to provide necessary income should they not be here to earn it . . . and to guarantee funds for their children's education and their own retirement.

Friends and neighbors see, and perhaps measure a man by, the material things, but his family . . . and he, himself . . . need a greater measuring stick . . . that of his love and his own integrity.

If we can sell provision for his family as one of the most important measures of a man, we'll be taking a big step forward in bringing the blessings of life insurance to more people and in larger amounts.

M R Dodson
President

THE
Ohio National Life



INSURANCE COMPANY

A Mutual Company With Over a Billion Dollars Insurance-in-force

tracts issued by the companies. Ultimately, the public is certain to judge each of us by the wisdom of our advice and counsel. As surely as night follows day, people will evaluate each of us in terms of our personal records. There can be no explanation for anyone ever placing his best interests above those of his client. Some among us may be forgetting this ultimate and inevitable accounting."

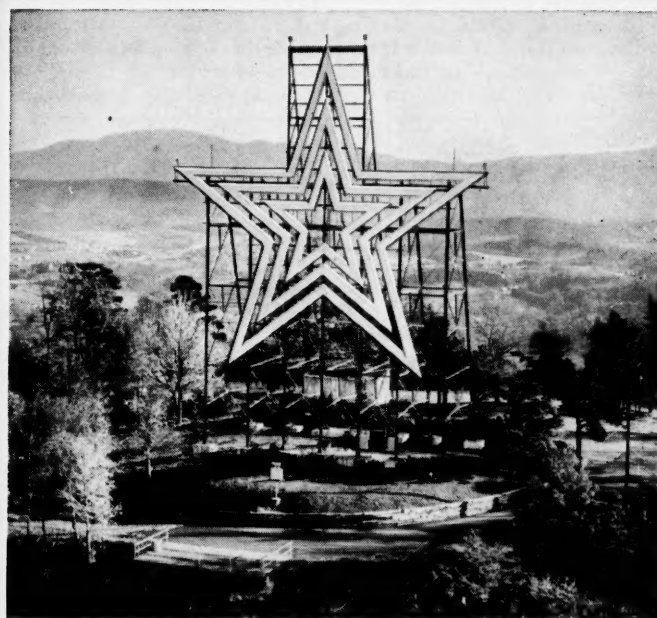
Broadening of education and training: Greater importance and renewed emphasis must be attached to LUTC, CLU, LIAMA and other educational and self-improvement programs. Enrollments should be expanding much faster. "Each of us has both the opportunity and the time to regularly enroll in an organized program for growth and self-improvement. Each of us has the time to complete it if he has the will to grow and improve. Therefore, isn't it largely a question of attitude and will? I know that the person who stops studying his job has gone as far as he is going. A prominent legislator asked me one day, 'Why can't you life insurance people tell me why I should buy more life insurance in a way that I can go home and clearly explain what you said to my wife so she will understand what you said?' It appears obvious that many sales attempts fail because we try to obtain a decision based on a presentation which is not understood."

Joint committee on field relations: "Challenging problems are before us. More of them will certainly appear in the not-distant future. We must learn now to work better toward common objectives. We must make certain that expediency is not given the right of way

over permanent progress. In legislative areas it is especially important that we go forward in step, lest 'divide and conquer' techniques be used against us and against our great industry. We must broaden our interests and be concerned with problems which may on first glance appear to be remote but which, in reality, are much closer to us than may appear to be the case at first. Subsequent meetings of the committee will be devoted to other common problems of the industry. A better understanding and closer cooperation for the benefit of every segment of the industry and especially the policy-owners is a certain result of this joint committee work."

Expansion of social security: "NALU strongly opposes the expansion of social security benefits and taxes and the bringing of health insurance within the framework of the social security act. We believe the cost of benefits accruing under a 'welfare state' can be too high to pay. The cost is not alone in dollars, but even more important is the cost in freedoms relinquished as part of the price of benefits included under welfare programs. For example, you are familiar now with the earnings restrictions imposed upon those who collect social security."

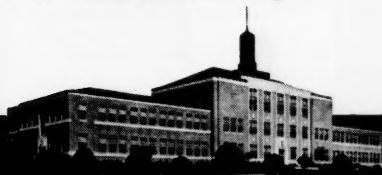
Expansion of government in business: Government is our principal competitor. The pressure to expand NSLI is a typical case. This is political football. The proponents refuse to discuss this subject objectively. They refuse to admit there is a subsidy in the form of taxes waived at local, state and national levels. These taxes, amounting to \$5 to \$6 per \$100 of premium, must be paid by private



Largest man-made illuminated star in the world, shines nightly over the City of Roanoke, Virginia.

Roanoke, Star City of the South— Home of Shenandoah Life

This beacon in the sky, atop Mill Mountain within the City of Roanoke, is eighty-eight feet from tip to tip and 975 feet above the city. Visible for miles in nearly every direction, it is a symbol of the progressiveness of a community, a welcoming light to visitors to "America's Star City".



Home Office of Shenandoah Life in Roanoke, Virginia.

Your opportunities are bigger at Shenandoah Life—a company with a wide range of opportunities for competent representatives of all levels; agents, branch and district managers in 12 states and the District of Columbia.

Special agency opportunities in Kentucky, Ohio and Pennsylvania.

For full information write...
James L. Whitt, C. L. U.,
Director of Agencies

Shenandoah Life

INSURANCE COMPANY
Home Office • Roanoke, Virginia

A Mutual Life Insurance Company Owned By and Operated For its Policyholders

Tools for Progress

Indianapolis Life is growing steadily because it provides its General Agents with the all-important and necessary tools for profitable agency building and operation.

A full line of modern policies with very low net cost . . .

Indianapolis Life offers graded life premiums and Commercial, Guaranteed Renewable, Non-Cancellable Accident and Sickness policies. Low, liberal Check-O-Matic.

A well rounded, field-tested agency building program . . .

Indianapolis Life provides its General Agents effective agency-building tools including career compensation, production incentives, training allowances and an outstanding training program.

Indianapolis Life's General Agents receive liberal commissions and life-time service fees. For their personal and family protection—group life, hospitalization, and major medical insurance. Non-contributory pension plan provides liberal retirement benefits.

Indianapolis Life now pays 4% on all funds left
with the Company at interest

WALTER H. HUEHL, President • ARNOLD BERG, C. L. U., Vice President and Director of Agencies



Indianapolis Life
INSURANCE COMPANY

A Mutual Company • Founded 1905 • Indianapolis 7, Indiana

AGENCY OPPORTUNITIES: Colo., Conn., Fla., Ill., Ind., Ia., Kan., Ky.,
Mich., Minn., Mo., Neb., N.D., Ohio, Pa., S.D., Tenn., Tex., W. Va., Wis.

companies. This is an example of the competitive approach by government.

Taxing savings and penalizing thrift: Levying of taxes that directly impose a penalty on those who would save should be vigorously opposed. The state life insurance premium tax is a case in point. The general funds of most states collect millions of dollars in this way. The public—including many agents—are unaware of this.

Policyholders should be told about it. As agents, "it is logically our job to point out that only a token sum of these taxes finances insurance departments and that most of the money goes to the general fund and not for the purpose for which the tax was originally levied."

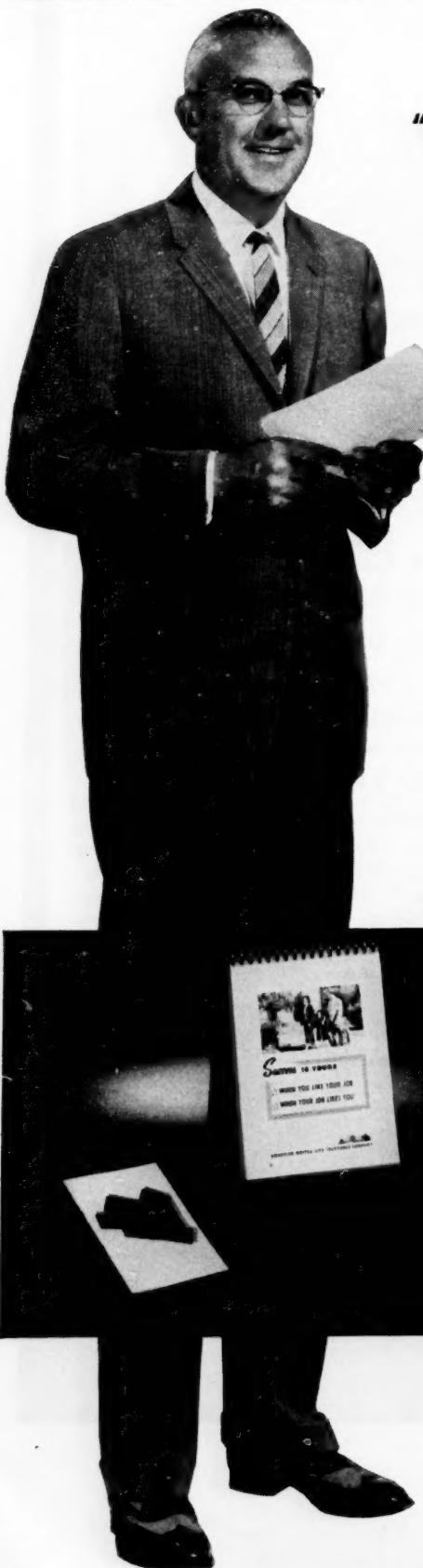
Inflation: The greatest single peril to our economic health, according to Bernard Baruch, is inflation. There are those who maintain that "a little inflation," say

2½% a year, would not injure the economy. Unfortunately, many people are unwilling to examine this economic philosophy in depth. "Each among us must understand the causes and dangers of inflation, then recognize it as a threat to his personal and family security, and do something about it daily, by habit."

Better public relations: "Our role is that of a 'family economic adviser.' This responsibility de-

mands that we must act in behalf of others as we would expect others to act in our behalf. Never sell short either your business or your careers."

TV, radio and the press: One to four TV, radio and press conferences were held at almost every stop on Mr. North's presidential itinerary. Local and state leaders, in cooperation with the NALU public relations department, did a remarkable job in setting them up. The life insurance press has been most considerate and helpful in its coverage of NALU activities at all levels during the year. "Without exception, everyone contributed beyond all measure to the advancement of the NALU program during this past year. Company house organs were also 'on the beam.' They carried hundreds of column inches of NALU news, interviews, pictures and articles. Their influence extends well beyond strictly company affairs."



"Our Partnership Philosophy builds agencies...and men!"

says Max W. Hittle, C.L.U. and Manager of Agencies for American United Life Insurance Company

American United Life has a planned program for agency performance and growth that makes A-U-L managers and agents stand tall in income and prestige. Called "Agencies in Action," it has contributed greatly to the remarkable gains in new business that have lifted A-U-L into the top 3% of the nation's life insurance companies.

The plan is thoroughly tested and proved. An organized program for agency building, it provides new ideas, effective tools, and shirt-sleeve home office help for the recruiting, training, and development of successful career life underwriters. It maps the way, step-by-step, to profitable agency expansion.

Men with management ability find new opportunities for growth with American United Life and its co-operative partnership philosophy.

A·U·L

THE COMPANY WITH
ALL MEN
ALL THINKERS
ALL PLANNERS
ALL DOERS

A·U·L is a good company to buy from and sell for. Policyholders now earn 4% interest on dividends, premium deposits, and policy proceeds left with the company.

Hoche Would Stress Membership Growth, Balancing Of Board

What will NALU candidates do if elected, what do they stand for as respects NALU? Following is the platform of trustee candidate Philip A. Hoche, Kansas City Life, Orlando, Fla.:



Philip A. Hoche

First of all I believe that every member of the board should take his job seriously and should give impartial and unselfish judgment to the matters that come before the board. If elected, this I pledge myself to do.

If I were a trustee, it would be my aim to make membership in NALU worth more to the individual, so that the sheer numbers of our group would be increased. Certainly every career agent has a stake in what happens on Capitol Hill as well as in his own state legislature. He can't lobby alone. At least, he can't lobby effectively. His state and national association can speak (and have spoken) for him. As membership grows numerically, legislators listen more intently. This is true in Florida where I live. It is bed-rock political gospel everywhere.

I believe NALU's budget should include (and I assume it does) a reasonable amount for amortization of the mortgage on the headquarters building. It seems to me that there should be some per-capita annual amount—be it 10 cents or \$1—out of every member's dues, earmarked for this purpose. Only in this way can each and every member have a part in paying for the building. Furthermore, I be-

AMERICAN UNITED LIFE INSURANCE COMPANY
HOME OFFICE • INDIANAPOLIS 6, INDIANA

ALL ORDINARY LIFE FORMS • FLEXIBLE OPTIONS • LOW NET COST SPECIALS • BUSINESS LIFE INSURANCE • KEY MAN • PARTNERSHIP • ANNUITIES • UNIQUE JUVENILE • GROUP LIFE • GROUP CREDIT INSURANCE • GROUP MORTGAGE INSURANCE • GROUP RETIREMENT • PENSION TRUSTS • NON-CANCELABLE DISABILITY INCOME • GUARANTEED RENEWABLE MAJOR MEDICAL • GUARANTEED RENEWABLE HOSPITAL & SURGICAL • SPECIALISTS IN SUBSTANDARD UNDERWRITING & REINSURANCE.

behalf
of oth-
er sell-
er your

One to
confer-
every
ential
aders,
NALU
did a
m up.
been
in its
es at
With-
trib-
e ad-
gram
pany
the
ls of
s, in-
icles.
be-

h,

ery
ke
ve
nt
re
ge

be
in
i-
of
r-
a
ol
e
e.
r
n
r

THE *Grow* COMPANY

Why is Illinois Mid-Continent attracting many of the top general agents in America? They'll tell you that IMC shares the outlook of the man in the field, minimizes his problems, offers recognition, rewards and more.

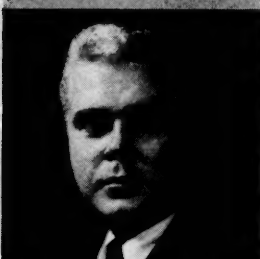
- New, competitive policies based on the 1958 C.S.O. mortality table . . . plus!
- Top Agency commission contracts . . . plus!
- Effective new sales tools . . . plus!
- Liberal underwriting.



JOHN WEAVER
President



JOHN E. GRAY, F.S.A.
Executive Vice President



EDWARD CHEEK
Vice President



LESTER M. WINTZ
Second Vice President



CHARLES BRUCE
Second Vice President

IMC general agents and producers earn an additional plus. These men are not just representatives of the company, THEY ARE PART OF THE COMPANY. You too can qualify for our unusual profit plus plan. Write President John Weaver today to learn how you can become a General Agent and realize these added rewards.

Illinois **MID-CONTINENT** Life Insurance Company



737 N. MICHIGAN AVE.
CHICAGO 11, ILL.
WHITEHALL 4-0348

lieve it is the board's responsibility to make sure that the budget for the operation of NALU is intelligently adequate—and that our dollars are carefully spent. Now that an increase in national dues is on the agenda, I urge each state and local association to make sure that its own income from dues is high enough to do the job in the

state and in the local association as well. We cannot long remain strong nationally unless our local and state associations are also strong.

Geographical Spread On Board

Assuming that candidates have equal qualifications, I would favor wide geographical distribution of

trustees to give representation to as many different areas of this great country as possible. In addition, I believe that there should be a balance between agents and managers, between giant companies and those not so big. Both mutual and stock, ordinary and combination companies should be represented on the board. No

man's judgment is better than his information, and only by including individuals who have had different experience in their business lives can we assemble a board capable of rendering knowledgeable, considered judgment on the perplexing problems which confront us today. In my opinion, the more any candidate has learned over

the year
commit
tional n
quainta
try, the
bution
ly to be
NAL
trustees
—total

CHARLES L. J. FEE, GENERAL AGENCY

Charles L. J. Fee, General Agent
Verne Smith, Assoc. Gen. Agt.
Don Cashill, Brokerage Mgr.

James Neesh
JAMES NEESH INSURANCE COMPANY

Boston, Massachusetts
DUmkirk 2-8251

600 S. New Hampshire

Los Angeles 5

THE HAYS AGENCY

Rolla R. Hays, Jr., C.L.U., General Agent

NEW ENGLAND MUTUAL LIFE
INSURANCE COMPANY

Melvin P. Gundlach, Asst. Gen. Agt.

Crawford Nalle, C.L.U., Asst. Gen. Agt., Mgr. Agency Adm.

George S. Ferreira, Asst. Gen. Agt. & Mgr., Brokerage Dept.

D. Kenneth Elliott, Asst. Gen. Agt. & Mgr., Agents Training

Robert B. Borden, Mgr. Pension Trust Dept.

Suite 512, Statler Center

MADison 6-5881

THE A. C. KRAUEL AGENCY

A. C. Krauel, General Agent

W. H. Goergen, Asst. Gen. Agt.

PACIFIC MUTUAL LIFE
INSURANCE COMPANY

MADison 7-9501

523 WEST 6th ST.

LOS ANGELES 14

T. R. (BOB) MACAULAY

General Agent

STATE MUTUAL LIFE ASSURANCE
COMPANY OF AMERICA

Telephone MA 7-6439

530 W. 6th St.

LOS ANGELES 14

"Specializing in Service to Brokers"

LEO FISHER

Manager

Southern California Branch

THE UNION CENTRAL LIFE
INSURANCE COMPANY

MADison 8-2137

628 West Sixth St.

Los Angeles 17

GEO. N. QUIGLEY, JR., C.L.U.

Branch Manager

THE MANUFACTURERS LIFE INS. CO.

Don P. Desonier, Assoc. Mgr.

Ed. Linsbard, Brokerage Mgr.

DUNKirk 5-3241

3535 West 6th St.

Los Angeles 5

HOWARD E. NEVONEN, C.L.U.

General Agent

WASHINGTON NATIONAL
INSURANCE CO.

DUNKirk 5-3311

3580 Wilshire Blvd.

Los Angeles 5

JAMES STOESSEL, C.L.U.

GENERAL AGENT

NATIONAL LIFE OF VERMONT

DUNKirk 5-5076

3350 Wilshire Blvd.

Los Angeles 5

JACK WHITE AGENCY

Jack White, C.L.U. Manager

THE PRUDENTIAL INSURANCE
COMPANY OF AMERICA

5800 Wilshire Blvd.

Los Angeles 36

WEBster 3-8211

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

So. California General Agents

Wm. R. Ohland, C.L.U. Chas. P. Carey, C.L.U.

3921 Wilshire Blvd.

727 West 7th St.

Los Angeles

Los Angeles

DU 5-8271

MA 7-3821

RAY J. HAVERT GENERAL AGENCY

Ray J. Havert, C.L.U., General Agent

William P. Willis, Brokerage Manager

William R. Chenard, Agency Supervisor

John Hancock
MUTUAL LIFE INSURANCE COMPANY

DUNKirk 5-8401

500 South Virgil Ave.

Los Angeles

CHARLES S. BROWNING

Manager

CANADA LIFE ASSURANCE COMPANY

610 S. Harvard

Los Angeles 5

DU 5-9187

GERALD W. PAGE, C.L.U.

General Agent

PROVIDENT MUTUAL LIFE
INSURANCE COMPANY

615 S. Flower

Los Angeles 17

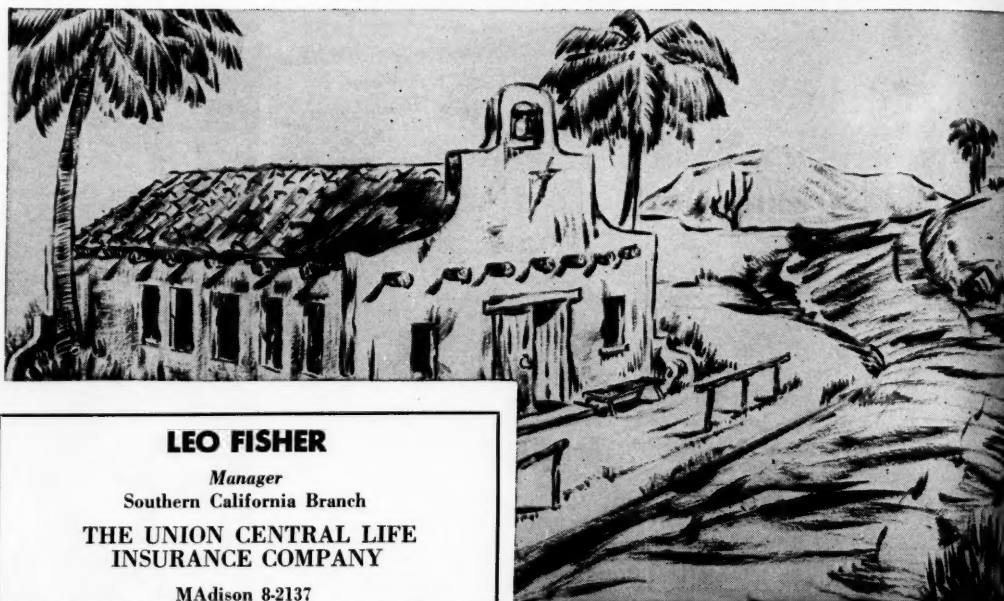
MADison 7-3151

CHARLES E. CLETON AGENCY

OCCIDENTAL LIFE INSURANCE
COMPANY OF CALIFORNIA

DU 5-0003

Los Angeles 5



han his
includ-
had dif-
business
ard ca-
geable,
ie per-
onfront
e more
d over

the years by service on national committees, by attendance at national meeting, and by a wide acquaintanceship within the industry, the more valuable his contribution to a national board is likely to be.

NALU's five officers and 12 trustees—each of whom has a vote—total 17 votes in all representing

the voice of 80,000 members. In theory, each vote thus speaks for 5,706—if we divide 80,000 by 17. It is interesting to note that Florida's membership at the end of August was 4,954. This, added to the 3,190 members of the Georgia state association, totals 8,144—a number well over 10% of NALU's total. I value highly the endorse-

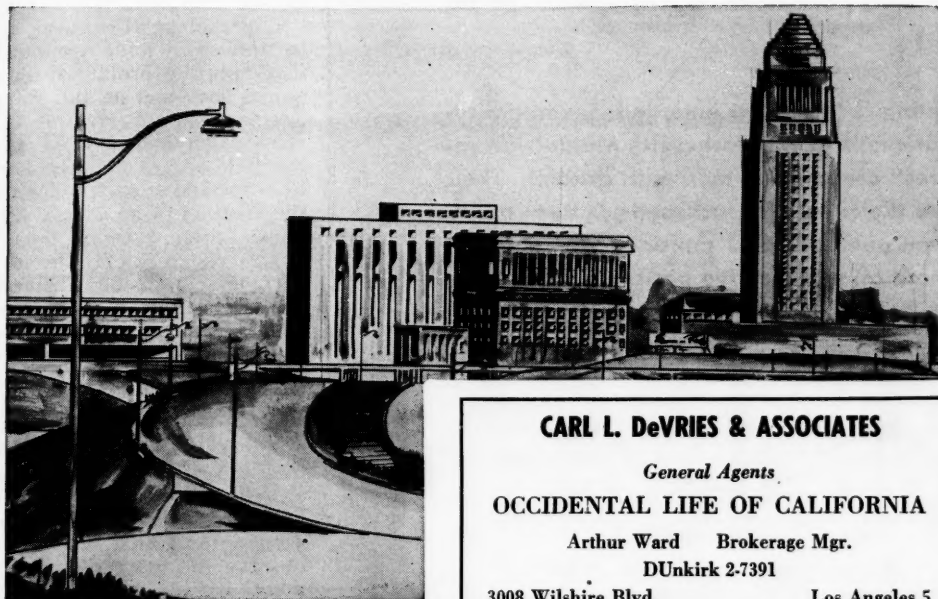
ment given my candidacy by both of these state associations—and if I am elected, I shall represent them, and shall represent each of NALU's 80,000 members, to the best of my ability.

Dinner Of Provident Mutual

The Provident Mutual Life company reception and dinner Thurs-

day evening on the 12th floor of the Petroleum Club will have the following serving as hosts: Thomas A. Bradshaw, president; Leonard H. Morgan, director of sales; Richard L. Benson, manager of agencies, west coast; James F. Sutor, regional manager of agencies, and William F. Sessoms, director of agency department services.

Leading Life Offices to the N.A.L.U. Convention



LEISURE, WERDEN & TERRY AGENCY

Brokerage Exclusively

OCCIDENTAL LIFE INSURANCE
COMPANY

WEBster 1-1231

Suite 201, 4201 Wilshire Blvd., Los Angeles 5

THE M. E. THOMPSON AGENCY

M. E. Thompson, C.L.U., *General Agent*

W. W. Veatch, *Asst. Gen. Agt.*

PACIFIC MUTUAL LIFE INSURANCE
COMPANY

DUNkirk 8-6151

612 South Shatto Place

Los Angeles 5

MANHATTAN LIFE OF NEW YORK

RICHARD M. GROSTEN AGENCY

*Specializing in Problem Underwriting
Individuals - Groups - Pensions*

WEBster 8-9111

5921 W. Olympic

Los Angeles 36

CARL L. DeVRIES & ASSOCIATES

General Agents

OCCIDENTAL LIFE OF CALIFORNIA

Arthur Ward *Brokerage Mgr.*

DUNkirk 2-7391

3008 Wilshire Blvd.

Los Angeles 5

JOHN G. EDMUNDSON

Manager

Southern California-Arizona Branch

THE UNION CENTRAL LIFE
INSURANCE COMPANY

DUNkirk 5-2811

3462 Wilshire Blvd.

Los Angeles 5

THE WOODS AGENCY

Robert L. Woods, C.L.U. & Associates

MASSACHUSETTS MUTUAL LIFE
INSURANCE CO.

DUNkirk 1-3181

2601 Wilshire Blvd.

Los Angeles 57

MELZAR C. JONES

General Agent

CONNECTICUT MUTUAL LIFE

Huntley 2-1680

1015 Wilshire Blvd.

Los Angeles

BRUCE BARE, C.L.U.

General Agent

NEW ENGLAND MUTUAL LIFE
INSURANCE COMPANY

3400 W. 6th Street

Los Angeles 5

DUNkirk 5-5331

RODNEY M. HARPSTER, General Agent AETNA LIFE INSURANCE COMPANY

J. F. Bradley G. F. Dahlin
O'Brien Sawyers R. R. Norton

Assistant General Agents
E. H. Jaccoma, *Supervisor*

Holeman Grigsby E. H. Goodrich
Mgr., Group Dept. Agency Controller
2404 Wilshire Blvd. Los Angeles 54

DUNkirk 5-7251

T. G. Murrell, C.L.U.

W. L. Murrell

MURRELL BROTHERS

General Agent

MUTUAL BENEFIT LIFE INS. CO.

DUNkirk 8-2121

600 South Harvard

Los Angeles 5

THE CONNECTICUT MUTUAL LIFE INSURANCE COMPANY

RODERICK G. MESSINGER

General Agent

WEBster 8-2611

4250 Wilshire Blvd.

Los Angeles 5

TROY M. ZIGLAR AGENCY

"The Pioneer Brokerage Agency
of Southern California"

Troy M. Ziglar, *Manager*

THE PRUDENTIAL INSURANCE
COMPANY OF AMERICA

Madison 3-6251

210 W. 7th Street

Los Angeles, Calif.

JOHN REITANO

General Agent

UNITED LIFE and ACCIDENT
INSURANCE CO.

Brokerage Exclusively

DU 5-1623

1830 West 8th Street

Los Angeles 57

Schriver Presents Last Report

(CONTINUED FROM PAGE 1)

organization and then helping them to find the group which will best develop the particular talents with which the Creator endowed them.

By the very nature of the case, no other organization except NALU is designed or equipped to participate in any activity involving law and legislation. Every un-

derwriter, regardless of his status, has a stake in these activities, but it is only through NALU that his interests can be safeguarded.

Promotions Always Needed

And there will always be a need for the promotion of new projects, new enterprises, and new frontiers, just as there has been in the

past. And, too, NALU will continue to be alert for opportunities to serve our members, the industry, and the public on an ever-broadening horizon. Death begins when growth ceases, but it should be healthy and well-considered development. Our growth should be dictated by good judgment, a demonstrated need, and it should be

controlled by a real sense of the eternal fitness of things and a clear understanding of sound economic principles and procedures.

And, now that the hour of my departure is at hand, will you grant me the special prerogatives of my status. I have been told that I can now be a full-time philosopher. Well, a philosopher means many things. I suppose it means something different to everyone who has an opinion. Someone has said that a philosopher is a person who has reached the age when he can no longer set a bad example so he spends his time giving bad advice. Someone else has described a philosopher as a drop of water trying to understand the ocean. I think I like that definition. So, will you listen a few more precious minutes while I (a drop of water in the sea of life insurance) try to interpret a few things that I see—or think I see?

Cites New Committee

I. President North has referred to the new joint committee on field-industry problems. The companies have met us half way in co-operating in the creation of a device which makes it possible for the field forces and the home offices to talk to each other through the medium of an official high-level committee. I regard the creation of this committee as the most important single achievement of this administration. We have a very great responsibility to provide leaders of the very highest quality, of character, ability and understanding as our representatives in that very important undertaking.

For a long time I have felt that the life insurance business has fallen flat on its face in the matter of consumer education. In the past six months I have had occasion to observe the work that our investment friends are doing in this field. They are going out into America's suburbia (where their potential clients are) and are holding seminars and clinics on investments. We should take a page out of their book. It is education at the point of greatest interest and potential business. It is a project in which the whole industry has a stake, but the field force could and, I think, should take the initiative and the leadership.

II. Our business has tremendous vitality, but if it is to retain its place in our American economy, life insurance will have to keep up with life. In the past 20 years we have introduced many innovations in our products and in our methods of marketing. Generally speaking, the field has been inclined to oppose change instead of trying to understand the public interest and the public mind.

I think we will ultimately be forced into the position where we must ask ourselves, Shall we sell the public what it wants or what we think it ought to have? What the public wants, the public generally gets.

I believe we need to undertake, perhaps with the help of other re-

Today 48 Massachusetts Mutual policyholders, three of them women, each own \$1 million or more of life insurance in that Company. Before 1954 the company records showed no \$1 million policyholders. There were 28 by 1958 and 40 by November, 1960.

The life insurance "multi-millionaire" has now emerged. Seven policyholders are protected by \$2 million or more of Massachusetts Mutual life insurance. All of these "multi-millionaires" are married men with children. Their average age is 43 and they purchased their first Massachusetts Mutual policy at average age 29. They now have an average of 11 policies each. Three of them are company presidents, three hold other executive positions, and one is a financier.

Here are **3** reasons why we used this space to tell this story...

It suggests that the quality of our product appeals to discriminating buyers.

It indicates the quality of our Field Force whose training and sales tools equip them for any market.

It has been in the news — the story of our "multi-millionaires" has rated space in major newspapers across the country.

MASSACHUSETTS MUTUAL Life Insurance Company

SPRINGFIELD, MASSACHUSETTS
ORGANIZED 1851

114 GENERAL AGENCIES IN 108 CITIES PLUS 85 DISTRICT OFFICES AND 39 GROUP OFFICES

"Mr. 4%" — the highly qualified agent who represents Jefferson Standard Life — is recognized from coast to coast as the symbol of larger policy dollars and skilled life insurance service.

Guaranteeing 2½% on policies currently issued, Jefferson Standard for 53 years has never paid less than 4% interest on dividend accumulations and policy proceeds left on deposit with the Company to provide income. This 4% rate is the

highest paid by any major life insurance company in the United States. It is made possible by the Company's long record of high investment earnings, unsurpassed in the industry.

Now on the way to three billion dollars of life insurance in force, Jefferson Standard today serves more than 425,000 families and ranks in the top 3 per cent of the nation's life insurance companies in volume of ordinary insurance in force.

The Company's unexcelled, long-range program of training and study serves to develop maximum skill and knowledge. Opportunities for advanced study are made available at little or no cost to the agent.

The familiar "Mr. 4%" emblem is registered as a Service Mark in the U. S. Patent Office in Washington, D. C. "Mr. 4%" *talks money* because Jefferson Standard policy dollars *work harder . . .* and grow larger in terms of the financial security they buy.

HAPPY BIRTHDAY
G. A. M. C.!



Jefferson Standard
LIFE INSURANCE COMPANY
Home Office: Greensboro, N.C.

Over Two Billion Dollars Of Life Insurance In Force

'A JEFFERSON STANDARD POLICY IS A DECLARATION OF INDEPENDENCE FOR THE FAMILY.'

lated organizations, a thorough-going, comprehensive consumer research project that will give us an idea as to what the public really wants, how they want it packaged, and how they want it handled for their convenience.

This one thing is certain: The ratio of disposable income to business in force is not as good as it was 10 years ago. Why is this so? And can we fix it?

III. There will be more inter-

ference on the part of government in every phase of American life. Life insurance will come in for its share. In this respect, our posture should be one of preparedness to fight for the survival of the free enterprise system in general and for our industry in particular. I have often said that the best antidote to communism is to demonstrate that democracy is superior to it. By the same token, the best antidote to government intrusion

into life and health insurance is to demonstrate that we can do it better. In the meantime, our committee operation and our legal department will have to be constantly alert and eminently competent just to hold the line.

NALU's Financial Future

IV. And now, in closing, may I talk to you about the financial future of NALU. Those of you who know me will recall that I have a

bit of a phobia about balanced budgets. And that goes for the home, the business, or the government. In addition, provision should be made for emergencies—in the way of a modest surplus. Otherwise, you are always in financial jeopardy.

Not Spendthrift Organization

NALU is not a spendthrift organization. The cost of doing business has increased through the years, but whatever we have undertaken has been at the request and insistence of our members. At the present time, we have not implemented some of the projects you have authorized simply because we did not have the money. For instance, you have authorized the establishment of a department of health insurance, including adequate personnel to implement it. As of now, we have neither the space nor the money to consummate the arrangement. You have authorized other projects which cannot be undertaken without embarking on a dangerous deficit-financing program. In fact, we are engaged in deficit-financing at this moment, but we have done so in the belief that you would make provision for proper financing if you really meant business when you authorized the projects.

We have now come to the place where there are three choices. We can continue our deficit financing until we use up our modest surplus. We can drastically reduce our program and tell part of our staff to look for other jobs. Or we can ask for a modest increase in dues to meet the needs of the present crisis. The decision is yours. But I shall leave you with a very guilty feeling of inadequacy—if I have failed to make you realize the indispensable nature of the total program of NALU to every one of you.

Only \$2 Boost Now

The resolution which will be presented will ask you to authorize an increase of \$3 per annum; \$2 at once, and \$1 at the discretion of the board, but not to be invoked before Jan. 1, 1964.

Some of you have expressed some concern over the fact that we are having such frequent increases in dues. Well, I don't think it can be demonstrated that we have had frequent or substantial dues increases. Let's look at the record:

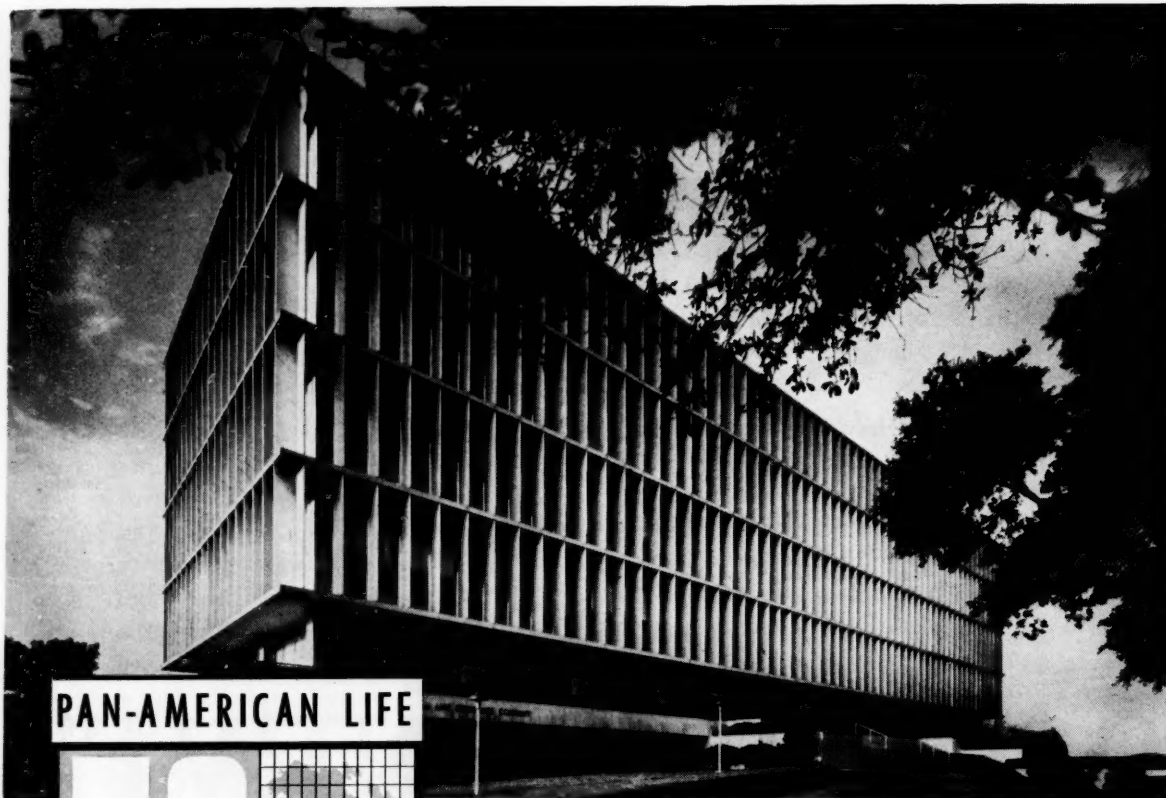
—1890 Each association shall pay the sum of \$25 per year.

—1897 Each association shall pay the sum of \$25 per year and \$1 additional for each active member in excess of 25.

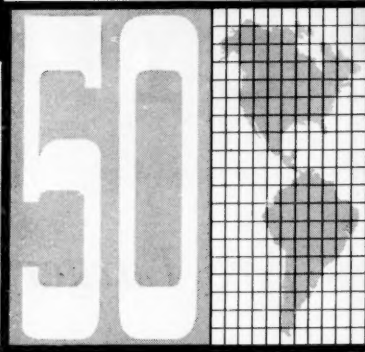
—1905 Each association shall pay the sum of \$10 per year and \$1 for each active member in excess of 10.

—1909 Each association shall pay the sum of \$20 per year and \$2 additional for each member in excess of 10.

—1913 Each member association shall pay the sum of \$20 per year and \$2 additional for each member



PAN-AMERICAN LIFE



1911-1961

...Our Golden Anniversary

Fifty years of service to our fellow Americans brought to you by what we believe to be the most outstanding salesmen in the industry. Be your insurance needs individual or business, your friendly Pan-American representative can serve you best. Call him with confidence, for the best in insurance and service.

Pan-American Life Insurance Company

NEW ORLEANS, U. S. A. • A MUTUAL COMPANY

Offices in the Following Cities to Serve You
UNITED STATES

Birmingham, Alabama
Florence, Alabama
Gadsden, Alabama
Mobile, Alabama
Tuscaloosa, Alabama
Phoenix, Arizona
Blytheville, Arkansas
Little Rock, Arkansas
Marvell, Arkansas
Denver, Colorado
Ft. Lauderdale, Florida
Jacksonville, Florida
Lakeland, Florida
Leesburg, Florida
Miami, Florida
Miami Shores, Florida
Orlando, Florida
Pensacola, Florida
Tallahassee, Florida
Tampa, Florida
West Palm Beach, Florida
Atlanta, Georgia
Augusta, Georgia

Columbus, Georgia
Waycross, Georgia
Chicago, Illinois
Washington, Illinois
Fort Wayne, Indiana
Indianapolis, Indiana
Muncie, Indiana
Kansas City, Kansas
Manhattan, Kansas
Wichita, Kansas
Hopkinsville, Kentucky
Lexington, Kentucky
Louisville, Kentucky
Alexandria, Louisiana
Baton Rouge, Louisiana
Lafayette, Louisiana
Lake Charles, Louisiana
Monroe, Louisiana
Natchitoches, Louisiana
New Orleans, Louisiana
Shreveport, Louisiana
Annapolis, Maryland
Silver Spring, Maryland

Jackson, Mississippi
Clayton (St. Louis), Missouri
Kansas City, Missouri
Newark, New Jersey
Trenton, New Jersey
Raleigh, North Carolina
Athens, Ohio
Canton, Ohio
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Lima, Ohio
Newark, Ohio
Toledo, Ohio
Zanesville, Ohio
Oklahoma City, Oklahoma
Tulsa, Oklahoma
Indiana, Pennsylvania
Johnstown, Pennsylvania
Meadville, Pennsylvania
Philadelphia, Pennsylvania
Pittsburgh, Pennsylvania
Florence, South Carolina

Ridgeland, South Carolina
Chattanooga, Tennessee
Memphis, Tennessee
Nashville, Tennessee
Abilene, Texas
Amarillo, Texas
Austin, Texas
Beaumont, Texas
Corpus Christi, Texas
Dallas, Texas
El Paso, Texas
Fort Worth, Texas
Houston, Texas
Lubbock, Texas
Odessa, Texas
San Antonio, Texas
Shiner, Texas
Tyler, Texas
Wichita Falls, Texas
Norfolk, Virginia
Elkins, West Virginia
Nitro, West Virginia
Parkersburg, West Virginia

LATIN AMERICA

Bogotá, Colombia
Barranquilla, Colombia
Bucaramanga, Colombia
Cali, Colombia
Ibagué, Colombia
Manizales, Colombia
Medellín, Colombia
Guayaquil, Ecuador
Quito, Ecuador
San Salvador, El Salvador
Guatemala City, Guatemala
Tegucigalpa, Honduras
Managua, Nicaragua
Panamá, Rep. de Panamá
Sancti Spiritus, Puerto Rico
Ciudad Trujillo, Rep. Dominicana
Caracas, Venezuela

in excess that only that may cal asso members.

—1921

tion) Ea shall pay additional

cess of 10

only \$2 s

may be d

sociation

Payment

to Life A

per year.

—1927

shall pay

additional

cess of 1

resident

—1948

shall pay

and eve

with the

members

payment

—1954

tion sha

each and

exception

per ann

mum pay

Even i

increase

than the

ciations.

Cites Ba

And, s

ber told

dues to

month, p

\$3.50 per

assessme

carriers

My fr

every fi

with Mr

lon. Infl

just stay

every pa

peat, thi

yours. I

after thi

in NAL

live. I

maintain

even exp

also beli

and veh

pable th

do it.

And n

GR

N. A

NI

AGE

10 Con

in excess of 10, provided, however, that only \$1 shall be paid for any that may be designated by the local association as non-resident members.

—1921 (At time of incorporation) Each member association shall pay the sum of \$30 plus \$3 additional for each member in excess of 10, provided, however, that only \$2 shall be paid for any that may be designated by the local association as non-resident members. Payment to include subscription to Life Association News at \$1.50 per year.

—1927 Each member association shall pay the sum of \$30 plus \$3 additional for each member in excess of 10 (Lower rate for non-resident members eliminated.)

—1948 Each member association shall pay the sum of \$4 for each and every member per annum, with the exception of honorary members, provided the minimum payment shall be \$40.

—1954 Each member association shall pay the sum of \$6 for each and every member, with the exception of honorary members, per annum, provided the minimum payment shall be \$60.

Even if you voted the whole \$3 increase at once, it would be less than the dues of some state associations.

Cites Barbers, Hod Carriers

And, speaking of dues, my barber told me the other day that his dues to his union are \$3.50 per month, plus assessments. It costs \$3.50 per month plus initiation and assessments to belong to the hod carriers union.

My friends, I have gone over every figure in the new budget with Mr. Grayson and Mr. McMillon. Inflation and the high cost of just staying around increases with every passing year. And, let me repeat, this is not my decision—it is yours. I shall not be in the picture after this meeting. But my pride in NALU will remain as long as I live. I believe we can afford to maintain our present program and even expand it within reason. And I also believe with all the sincerity and vehemence of which I am capable that we cannot afford not to do it.

And now, may I say just a word

Tells WLRT Of Roll-Your-Own Pension Plan

(CONTINUED FROM PAGE 20)

ital gains tax at cashout time.

Investing the annual \$1,000 in U. S. Series E bonds would enable the insured to postpone payment of tax on the increase until the bonds were cashed, and at that time he could do a few per year, or at any rate they would be after his bracket was lower upon retirement. Many other ingenious adaptations may be made of this general idea to meet special situations.

Several Other Ideas

If the doctor claims that he will not be faithful enough to continue to purchase the bond each year, you can suggest several ideas. For instance, get him to take out a Christmas or vacation club plan for \$20 per week, and this more or less painlessly extracted sum will result in the necessary \$1,000 once a year. Or suggest a contractual purchase of mutual funds, if he prefers (pointing out that there will not be any untaxed dollars to help pay the premium, however, under this arrangement). Enlist the doctor's wife in the plan, making sure that she understands the vital importance of seeing the \$1,000 put aside each year, and pointing out that the entire annual outlay is exactly that for a 20-pay policy.

Another idea is to have the premium date and the bond-purchase date about six months apart, or perhaps set both up on a semi-annual basis since the interest coupons on the bonds are usually paid then.

A doctor finds it quite refreshing to have an underwriter present

of thanks and farewell. For me the last game is over. The season is ended. It is time for me to turn in my suit. We are gathered in the locker room for the last time. It is not easy for me, for I realize that never again, while the world stands, will we meet together as you and I have shared this relationship. I am grateful for these eight strenuous—glorious—years.

If you will give my successor, Jim Byrd, the same consideration over the years, he, too, some day will have the same reason to be grateful that I have today.

a low-premium policy to him, as his usual fate is to have the highest-priced ones brought forth. This type of plan does involve some calculations, but when shown to a professional man, he immediately realizes two things: (1) That you have spent enough time on it to prove that you seriously consider him as your prospect, and (2) that you are offering him something where his financial good is paramount. Since it is a novel approach, he will be interested enough to listen to your exposition.

Should Welcome Opportunity

He should welcome the opportunity to have a low-premium coverage plus the outside interest-gathering fund, and should thank you for helping him solve a real financial problem in a most advantageous way.

N. Y. Life Sets Up CLU Institute Scholarships Honoring Lillian Hogue

Four CLU Institute fellowships have been established by New York Life in honor of Lillian G. Hogue, New York Life, Detroit, who is outgoing president of American Society of CLU. A check was presented to the society through Miss Hogue, by Dudley Dowell, chairman of the executive committee and executive vice-president of New York Life, at the society's breakfast meeting Wednesday morning here in Denver.

Dowell Makes Presentation

Said Mr. Dowell, "Each year the company of the retiring president of the society seeks some appropriate means of paying a special tribute to that person publicly. This morning I am happy indeed to participate in this gracious custom on behalf of one of New York Life's own. We have chosen to express our admiration for the outstanding and dedicated leadership Lillian has given by creating four fellowships for the CLU Institutes in 1962. To be known as 'Lillian G. Hogue CLU Institute Fellowships,' they will be available re-

gardless of company affiliations to those who are selected by the American Society for their outstanding leadership in their respective CLU chapters."

Attending For Life Of Ga.

The Life of Georgia contingent attending the convention as representatives of the home office include Rankin M. Smith, vice-president for field operations; W. G. Morrison, director of agencies, Zone II; G. S. Cutini, director of agencies, research; T. D. Wakefield, director of training, and C. D. Cothran Jr., attorney. An informal dinner for Life of Georgia producers is planned.

Mass. Mutual To Entertain

Massachusetts Mutual's company dinner and reception Thursday evening on the 14th floor of the Petroleum Club will have as hosts Charles H. Schaaff, executive vice-president; James R. Martin, 2nd vice-president; Robert J. Ardison, 2nd vice-president, and J. Walter Reardon, associate director of public relations and sales promotion.

Minn. Mutual Plans Dinner

Minnesota Mutual will give a dinner for company people Thursday evening in the Mural Room of the Albany Hotel. Three officials from the home office will serve as hosts—Harold J. Cummings, president; Herbert Elston, vice-president, sales, and Roman H. Weide, assistant director of advanced underwriting.

For State Life Of Indiana

State Life of Indiana will hold a dinner for company people Thursday evening at the Denver-Hilton Hotel. Serving as host from the home office will be Dohl H. Lucas, vice-president and director of agencies.

Cryer Is Guardian Host

Earl W. Cryer, superintendent of agencies of Guardian Life, will be the host at the company dinner Thursday evening. The affair will be held at the Town Club.

GREETINGS TO THE N. A. L. U. AT DENVER

From the

NEWARK GENERAL AGENTS & MANAGERS

SIDNEY E. LEIWANT, C.L.U.

General Agent

**DOMINION LIFE
ASSURANCE COMPANY**

10 Commerce Court Newark 2, N. J.
Market 2-5990

J. S. DEY,
Branch Manager
**THE MANUFACTURERS LIFE
INSURANCE COMPANY**

10 Commerce Court Market 2-0621
Newark, New Jersey Bill Meeker CLU, Brokerage Mgr.

HENRY LEVINE, GENERAL AGENT
**WASHINGTON NATIONAL
INSURANCE COMPANY**

300 Main St. East Orange, N. J.
ORange 3-9090

PAUL L. GUIBORD

General Agent

**Paul L. Guibord and Associates
MUTUAL BENEFIT LIFE
INSURANCE COMPANY**

494 Broad St. Newark 2, N. J.

EDWARD C. JAHN, C.L.U.

General Agent

**THE CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY**

494 Broad St. Newark 2, N. J.
Market 3-4044

Schriver Lauded At Appreciation Dinner

(CONTINUED FROM PAGE 2)

their honesty and integrity. When his turn to speak came Greer said he took advantage of the occasion to sing the praises of a list of people for the cooperation they had given him over a period of 20 years. He said that Lester Schriver was the next one to sing his swan song and Lester's opening remarks were: "As I sat here with

my eyes closed and listened to Earl say all those nice things about everyone I thought I must be in Heaven. Then when I opened my eyes and saw the same familiar faces I knew it wasn't true and that I was still in the city council." The newly elected council under the city manager form of government showed its respect for Lester's ability and integrity by elect-

ing him as acting city manager, which position he filled with distinction from May until October 1953 at which time he became the managing director of NALU. Mr. Schriver has at least one human frailty. In cross country travel by auto he has never been known to go by a Dairy Queen station without stopping to indulge in the product. His good friends from Peoria . . . George Treadway and Jim Ross . . . who are in the au-

dience will verify this fact. In Peoria we know Lester as an extremely able man, loyal to his friends and a fine citizen.

Lester, since you and Mrs. Schriver are moving away from Peoria, the Peoria association has asked me to wish both of you success and happiness for the rest of your lives.

Loran E. Powell, managing director of Life Underwriters Training Council: Lester, when you joined NALU as its managing director Oct. 1, 1953, I wondered what it would be like to work closely with you. After seven years and 359 days, I no longer wonder. My association with you as co-worker, LUTC officer, trustee and friend has been a unique pleasure as well as a liberal education.

How can I sum up in so brief a moment the impressions of so many years? There is great danger of voicing superficial trivialities—or being so serious as to be dull. So let me use a silver dollar as my outline. It proudly proclaims the promise of the United States of America to fulfill its obligations at home and abroad. To see it do less is to drink bitter waters from the fountain of disillusionment, to feel the good earth of true security tremble beneath our feet.

We need strong convictions in high places to alert the rank and file to this danger. We need a call for a return to sound financial practices in government. To do less is to callously condemn our grandchildren to walk uncertain paths in the 21st century while we are mindful of only our own selfish interests.

Your strong convictions about this fundamental danger have been courageously delivered, Lester. May your efforts bear much fruit!

What else do I see in this magic mirror which tells us of the character of one man? The face of Miss Liberty, the worldwide symbol of freedom. That's a wonderful word, freedom. Freedom to speak, to be right or wrong—alone or with the majority. But more important, Lester, to be free, in full liberty, to embrace the motto inscribed hereon: "In God We Trust."

Your public statements and your written words, even more than your award from the Freedom Foundation, eloquently attest that you believe in and fight for these and other cherished and blood-bought freedoms so vital to human dignity and a satisfying life.

What else does it say? On the reverse there is an eagle, standing on a mountain top, bathed in sunlight. His strength is at once known and respected. Though he is a power to be feared, a closer look reveals an olive branch in his mighty claw, and engraved upon his lofty throne is today's most sought after word: Peace—a word very close to the greatest word: Love.

Lester, I wonder if even you realize how many of your friends, admirers and business associates



with Security Mutual's

PENSION TRUST SERVICE

there's big business in

*small
business...*

Times were never better for sales of Pension Trusts...More than half a million small companies (firms employing 50 people or less) are discovering every day...they need Pension Trusts! The security provided by Pension Trusts reduces costly labor turnover, retains valuable employees, prevents "job shopping" for fringe benefits, and increases efficiency by retiring over-age personnel...BUT, most "Small Business Men" feel they're too small to do anything about it! *There's your market!!* Your prospects will be happy to know that Pension Trusts can be totally tax deductible...that Security Mutual tailors its plans to meet the needs characteristic of small business. Here is a Pension Trust Plan that you have been waiting for...SECURITY MUTUAL'S Pension Trust Service...designed to build BIG BUSINESS...for YOU!

Contact your Security Mutual General Agent today, or write

SECURITY MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

Richard E. Pille, President.
Robert M. Best, C.L.U.
Vice President—Agencies.



your security our mutual responsibility

81 EXCHANGE STREET, BINGHAMTON, NEW YORK

see in y
and pow
all the s
the love

One I
this pro
I most
these w
mary of
complis
an epita
but ratl
latter c



220

Geor

NA

550

550

8th

225

XUM

see in your life the same strength and power as the eagle, and above all the same seeking for peace and the love of God.

One last inscription appears on this prophetic silver dollar. May I most respectfully suggest that these words are a suitable summary of your life and your accomplishments. Therefore, not as an epitaph in the afternoon of life but rather as a challenge on your latter day commencement exercises,

may I read from our magic mirror the supreme accolade.

It simply states: "E Pluribus Unum."

Harold J. Cummings, president of Minnesota Mutual Life: A few years ago the Peoria Life Underwriters Assn. gave a dinner in honor of Lester Schriver, who once lived in that city and served many causes there for some 25 years. Peoria was where I first met

Les. It seems now like that was all of 100 years ago.

Speaking at that dinner, I listed seven projects which had been initiated and abetted by NALU, and in which Les had participated—among them the American College, with its CLU designation, and the LUTC program. Tonight I would humbly suggest that NALU close ranks and enter upon an eighth vitally significant mission.

In the September issue of Life Association News, Les Schriver's editorial refers to the oyster, which enjoys complete economic and social security—it needs only to open its mouth to have food rush in; and to the eagle which by contrast must build its own house and fly high and wide in search of food—but for whom the sky is the limit.

In that editorial Les states: "There is just one fundamental issue before the American people to-



THESE
SAN FRANCISCO
GENERAL AGENTS
AND
MANAGERS
EXTEND BEST WISHES
TO THE
72nd ANNUAL
N.A.L.U. MEETING

J. DENNY NELSON

General Agent

AETNA LIFE INSURANCE CO.

"Brokerage Service"

Telephone YUkon 2-4040

220 Montgomery St. San Francisco 4

DAVID S. KAMP and ASSOCIATES

General Agents

Harry W. Day, Ass't. Gen'l. Agent
Brokerage Service

**NEW ENGLAND MUTUAL LIFE
INSURANCE COMPANY**

Exbrook 2-0888

333 Pine Street San Francisco 4

A. P. CARROLL, C.L.U.

Agency Manager

**THE EQUITABLE LIFE
ASSURANCE SOCIETY**

Exbrook 7-0800

120 Montgomery St. San Francisco 4

THE E. A. ELLIS AGENCY

Gerald C. Stefan, Ass't. Gen'l. Agent

John F. Lodato, Ass't. Gen'l. Agent

Sy Raboy, Ass't. Gen'l. Agent

George Hauck, Ass't. Gen'l. Agent Brokerage Dept.

NATIONAL LIFE INSURANCE COMPANY

YU 1-7676

550 Montgomery St. San Francisco, Calif.

**UNION MUTUAL LIFE
INSURANCE COMPANY**

114 Sansome Street San Francisco 4, Calif.

PAUL R. HOFFHUIS, Branch Manager, Suite 612

JAMES C. RYAN, Group Manager, Suite 511

YU 2-9170

Life, Group, Non-Cancellable
Sickness & Accident

GORDON F. CANTELON

Branch Manager

**THE GREAT WEST LIFE
ASSURANCE CO.**

Garfield 1-0817

Suite 1301 Russ Building
San Francisco 4

HENRY A. SCHOKNECHT, III

Manager

**THE FIDELITY MUTUAL
LIFE INSURANCE CO.**

Douglas 2-1309

550 Mills Tower 220 Bush Street
San Francisco 4

V. G. BENEDICT

General Agent

E. E. Thomas, Brokerage Mgr.

**THE LINCOLN NATIONAL LIFE
INSURANCE COMPANY**

GA 1-8156

433 California St. San Francisco 4

LEO A. GANSMILLER, C.L.U.

General Agent

William J. McAfee, Brokerage Manager

**THE CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY**

Exbrook 2-1780

315 Montgomery Street San Francisco 4

LINWOOD L. MEACHAM

Gen'l. Agent

Kenneth L. Dunbar Ass't. Gen. Agent

Ralph W. Hall Supervisor

William B. Nitzel Supervisor

John Hancock
MUTUAL LIFE INSURANCE COMPANY

Yukon 1-1070

8th Floor John Hancock Bldg.
225 California Street San Francisco 4, Calif.

B. W. WALKER

Inspector of Agencies

**NEW YORK LIFE
INSURANCE COMPANY**

Douglas 2-6820

433 California St. San Francisco

**MANHATTAN LIFE OF NEW YORK
DONALD L. ZENTMEYER**

General Agent

Specializing in Your Underwriting Problems
Groups—Individuals—Pensions

Sutter 1-6547

41 Sutter San Francisco 4

day—the preservation of our way of life,” which has given us “a keener sense of responsibility and greater material prosperity than has ever been enjoyed by any other generation of human beings on the face of this earth.”

Needs Free Economy

Life underwriters can all agree to that. All can agree, too, that NALU—and indeed the entire life insurance industry—can continue

to exist only in a free economy where people still, like the eagle, believe in doing things for themselves and want to be free to do so.

Indeed, that immortal piece of documentary dynamite, the declaration of our prized independence, says that “all men are . . . endowed by their Creator with an inalienable right . . . to life, liberty and the PURSUIT of happiness” and that “to secure the right” to life, liberty and the PURSUIT of

happiness “governments are instituted among men.” But that gem of literary enlightenment does not say anywhere that governments are instituted to bestow or to administer happiness.

Way back in 1776, the founders of this great nation understood clearly from cruel experience that acceptance of security and happiness at the hands of any government implicitly and inevitably meant the loss of liberty. And it

was in defense of liberty that those self-reliant men, “depending upon the protection of Divine Providence,” pledged each to the other—and in their very words—“our lives, our fortunes and our sacred honor.”

Getting More Oyster-Like

Now one does not have to be very nimble with figures to see clearly that we have already gone a long way toward being a nation of oysters. By 1969 a man earning \$5,000 a year will see over \$400 forcefully paid over to the government by himself and his employer—not to provide benefits to be paid later to himself or to his widow and family—but to provide social benefits to TODAY's generation of retired persons and widows. Similar benefits may some day be paid to him, but only if a succeeding generation can be made to stand still for even greater confiscations to take care of him then.

Add to that an increasing burden of state and federal income taxes, and it becomes all too obvious that soon no ordinary man will have even a chance to provide for himself or for his own. Is there any question that this process of being “bribed by our own money” will go on at an increasing pace until enough common everyday voters are effectively alerted to what is going on? They alone can persuade their representatives in Washington to slow down this expanding perpetual motion.

Let me repeat it: The life insurance industry and the life underwriters can survive only in an economy where men believe in providing for themselves, and under a government which protects men in their inalienable right to PURSUE their own happiness.

Now surely the NALU has the needed nationwide organization and the life insurance industry has all the funds needed to persuade the majority of today's voters that they must have such a government if they themselves are to remain free to pursue their own happiness, at least to some extent, and in their own way—and indeed, if we are to have free institutions through which man may so provide. Let's not forget that free institutions are paying all the bills of a would-be welfare government now!

Calls Schriver Best For Job

Now who, indeed, is more admirably equipped than Les Schriver to put such a message into compelling words, and to head a stem of dedicated NALU speakers to carry this message to the receptive audiences which NALU could provide? Surely, there's no time to be lost.

So may I humbly propose that—as the NALU honors and retires Lester O. Schriver from one job in a long and notable career—he be put right back to work in another, to compress a vital message into persuasive words, and to appear before the receptive audiences which can be set up by local under-

WHAT IS Walt Szwed's SECRET of SUCCESS?



When Walt Szwed joined Acacia in 1943, he was a well-established life insurance man with 14 years' experience with one company, and a C.L.U. Degree to his credit. Asked what prompted his initial interest in a career with Acacia, Walt merely stated “the opportunities offered.” He was 36 years of age at the time, married, and the father of two children.

Walt's decision that the opportunities were greater with Acacia was certainly a sound one. As an Acacian, he became, for the first time, a Million Dollar Producer and now holds Qualifying and Life Repeating Membership in the Million Dollar Round Table. He consistently ranks high among Acacia's top producers and is the only man to earn three successive terms as President of our honor organization—The Quality Club.

He has nearly \$14 million of business in force to his credit upon which he receives the monthly income provided for under the unique compensation provisions of his “Opportunity Contract.” In addition, Walt can look forward to receiving an ever-increasing monthly income on his total business in force throughout his entire Acacia career.

What is Walt Szwed's secret of success? Actually, there is no secret—he is a dedicated life underwriter who wholeheartedly believes in *life insurance specialization*, as practiced at Acacia. Whether calling on a client or a new prospect, Walt has a single purpose—to help him create a sound life insurance estate. At his rate of income, he places a high value on each hour of his working day—the same as any specialist would do.

Acacia is proud of Walt Szwed and all of our other career life insurance salesmen and saleswomen who have found their own secret of success in *life insurance specialization* . . . at Acacia.

ACACIA MUTUAL LIFE INSURANCE COMPANY

“Where You Get Tomorrow's Protection Today”

Home Office: Washington, D.C.

writers
United S
the idea
are not
dividual
ingredien
people, b
people i
earth.”
time to
it again
Let's giv
to ride a
H. P.

Lif
Dif
in
Ca
Lit

Here
GEN
oppo
of a l

Write
sales v
matio
openin
Life. 1
40-ye
your
Califo
liberal
ing a
with n
Califo
Write

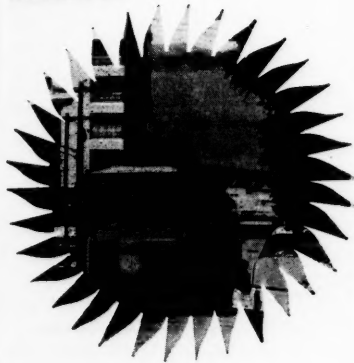
CA
IN
Dept

Genera
in: Ala
rado, M
ana, M
Oregon
Washing

writers associations all over the United States, to sell and re-sell the idea that "liberty and security are not synonymous" and that individual liberty is the one essential ingredient if "government of the people, by the people and for the people is not to perish from the earth." Ladies and gentlemen, it's time to light the lantern and hang it again in the Old North tower. Let's give Paul Revere the chance to ride again!

H. P. Gravengaard, vice-presi-

Life is Different in California Life



Here's your GENERAL AGENCY opportunity of a lifetime

Write today to Byron Anderson, sales vice president, for full information about a general agency opening for you with California Life. Find out how this dynamic 40-year-old company can make your lifework more rewarding. California Life-size commissions, liberal contracts. If you are seeking a general agency situation with maximum growth potential, California Life is the life for you. Write or wire Mr. Anderson today.



CALIFORNIA LIFE INSURANCE CO.

Dept. F. 4400 MacArthur Blvd.
Oakland 19, California

General agency opportunities now available in: Alaska, Alabama, Arizona, California, Colorado, Florida, Idaho, Illinois, Indiana, Louisiana, Michigan, Minnesota, Missouri, Nevada, Oregon, Pennsylvania, South Dakota, Utah, Washington, and the District of Columbia.

dent the National Underwriter Co. and executive editor Diamond Life Bulletins department: It is a great joy to me to contribute even one small bit to the colorful and impressive biographical mosaic that is being done here tonight of the life and achievements of my long-time and cherished friend, Lester O. Schriver.

I am very proud to have had a part in his advent into the life insurance business, and I think it will be of interest to you to know how his choice, of our business as a career, came about.

I met Lester in 1923 in Middletown, Conn., where I was connected with Wesleyan University, and he was active and prominent in the business, political, and religious life of the city. His impressive personality, strong character, and intelligent stature commanded my immediate attention, and admiration.

It was natural, therefore, that two years later while establishing the Aetna Life's sales training department, I should seek his appraisal of a brief history of the Aetna Life, which I had written as chapter I in the company's first sales training course. I shall never forget Lester's response when I returned for his verdict. When I asked, simply: "Well, how'd you like it?" he smiled, chuckled in his inimitable manner, and replied in Biblical style: "Almost thou persuadest me to become an Aetna man."

Sensing a profitable "sale," I lost no time in arranging an interview between Lester and Kendrick A. Luther, agency vice-president, who was greatly impressed. It was therefore not long before Lester became associated with me in the Aetna Life's budding training department, and when in the fall of 1926 I was appointed general agent at Columbus, O., Lester succeeded me as manager of training.

From the very beginning of his association with the Aetna Life, Lester made continuous and noteworthy progress, and since his Aetna days he has become world famous.

Others will call to memory Lester's many outstanding accomplishments—with the Aetna Life, in the fields of religion, education, politics, and community welfare; and as executive vice-president of the National Assn. of Life Underwriters. Suffice it for me to add this brief and simple commentary on a career that I have observed with personal interest and pride for 36 years: Lester O. Schriver has lived an exemplary, extraordinarily useful, and constructive life. His great works, and his penetrating, forceful, and beautifully written editorials, will live on as an everlasting monument to a fine person and a great leader.

Lester O. Schriver is a credit and a blessing to the National Assn. of Life Underwriters and to the life insurance business everywhere.

More tributes to Mr. Schriver will be reported in tomorrow's NALU convention issue.

Life Underwriters Are Growing!

Throughout the years we of Liberty National Life Insurance Company have recognized the great strides forward being made by the Association of Life Underwriters. Through the meetings of its membership common problems are shared and discussed, sound selling methods are devised and good agency practices are promoted.

Through this, life underwriters are not only rendering better service to their policyholders, but are enhancing their prestige, building self-confidence and increasing their income.

LIBERTY NATIONAL LIFE INSURANCE COMPANY

BIRMINGHAM, ALABAMA

Frank P. Samford, Jr., President

Why Buy Life Insurance?

ANALYZE YOUR 5 MOST RECENT SALES...

- Q. Were they purchased for purely investment reasons? If they were would a mutual fund contact have helped you? *(We can show you how to qualify in that field, in fact, we have the first retirement program of its kind in the world!)*
- Q. Were they purchased for business insurance reasons? *(Take a look at our competitive Professional Executive Plan!)*
- Q. What other reasons are there to buy life insurance? *(In any case, Standard Life has the best deal for YOU!)* For more details write me today.
- Q. Were they purchased for protecting "Mary and the kids"—giving the widow a lifetime income in event of the breadwinner's death? *(Compare our ability to pay more dollars of lifetime income to the beneficiary for each dollar of premium paid!)*

Harry V. Wade, President

LIFE INSURANCE GENERAL AGENCIES OPEN IN Arizona • California • Colorado • Connecticut • Delaware • Florida • Georgia • Hawaii • Illinois • Indiana • Iowa • Kentucky • Louisiana • Maine • Maryland • Massachusetts • Michigan • Minnesota • Missouri • New Hampshire • North Dakota • Ohio • Pennsylvania • South Dakota • Tennessee • Utah • Virginia • W. Virginia • D. of C.

Standard Life Insurance Company
OF INDIANA
INDIANAPOLIS

Successful Producer Is Tough Boss Of Himself

(CONTINUED FROM PAGE 11)

range goals.

They had many characteristics in common and, since they were individuals, a few differences. So, here are the results of that experiment—here is a composite of a successful career life underwriter of Life Insurance Company, U. S. A.

He is 50 years old.

He has been with the company just under 20 years.

He is loyal to his company, to his product and to the quality of his services.

He has never been with another life insurance company.

He says, "The successful man stays put."

He says, "Without loyalty you are at a definite disadvantage."

He is a great believer in lives. In each of his first three years in the business, he paid for 112 lives. Last year he paid for 128. During his 20 years with the company, he has paid for 100 or more lives in 12 of those years.

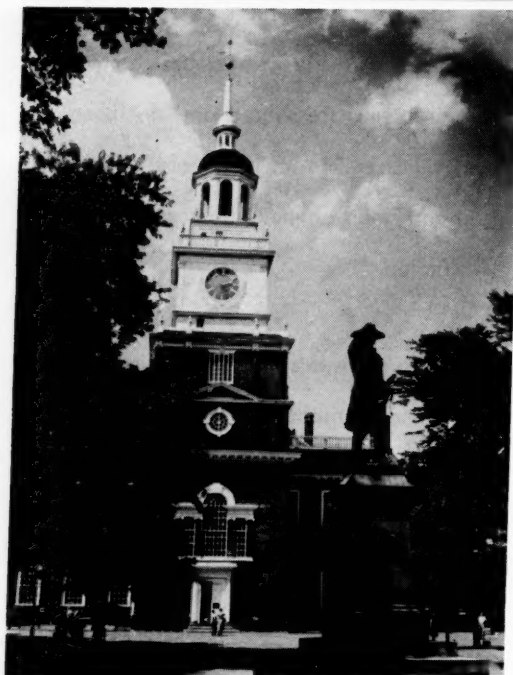
He believes in consistency of effort. A case a week is his minimum goal and he doesn't often miss. Obviously, many weeks he does

much better. He believes in quality business. His lapse rate is low. He has been a national quality award winner every year since the award was established.

He appreciates, values and talks about the encouragement and help and support he receives from his wife.

He understands, more every year, the value of his time. He is constantly developing ways to cut out wasted time and effort.

The business he placed in force



Philadelphia's Leading General Agents and Managers Send Cordial Greetings to the N. A. L. U. 72nd Annual Convention

BENJAMIN M. GASTON, C.L.U.

Branch Manager
NORTH AMERICAN LIFE
ASSURANCE COMPANY
1830 Philadelphia Natl. Bk. Bldg.
LOcust 3-8163

H. S. BAKETEL, JR., C.L.U.

General Manager
UNION CENTRAL LIFE INS. CO.
6 Penn Center Plaza Tel: LO 7-2442

FREDERICK G. HIGHAM AGENCY, INC.

GREAT WEST LIFE
ASSURANCE COMPANY
344 N. Broad Tel: LO 3-2783

FINKBINER COMPANY, GEN. AGT.

And Associates
A.C.F. Finkbiner, C.L.U.
A.C.F. Finkbiner, Jr., C.L.U.
THE NORTHWESTERN MUTUAL LIFE
INSURANCE COMPANY
1405 Locust St. Tel: KI 6-1234

THOMAS F. IRWIN and ASSOCIATES PROVIDENT MUTUAL LIFE INSURANCE COMPANY OF PHILADELPHIA

3 Penn Center Plaza Tel: LOcust 8-0535

FRED VAN URK AGENCY

Representing
UNITED BENEFIT LIFE
INSURANCE COMPANY
123 South Broad St. Tel: KI 6-1500

ROBERT B. ARMSTRONG

General Agent
NEW ENGLAND MUTUAL LIFE
INSURANCE COMPANY
3 Penn Center Plaza Tel: LOcust 8-2920

GLEN W. ROSE

Manager
DOMINION LIFE
ASSURANCE COMPANY
121 S. Broad KIngsley 5-6925

THE MAC LEAN AGENCY

MASSACHUSETTS INDEMNITY
and
LIFE INSURANCE COMPANY
Robert C. MacLean, C.L.U., Brokerage Manager
2 Penn Center Plaza LO 7-2121

JOSEPH L. TUPY, JR.

Manager
PHOENIX MUTUAL LIFE
INSURANCE CO.
1200 Philadelphia Natl. Bank Bldg.
LOcust 8-6650
We Solicit Your Surplus Business
Non Cancellable A&H—Life—Group

L. V. DRURY

Manager
SUN LIFE ASSURANCE COMPANY
OF CANADA
121 S. Broad St. Tel: PE 5-4600

GORDON S. MILLER

General Agent
MASSACHUSETTS MUTUAL LIFE
INSURANCE COMPANY
1616 Walnut KIngsley 5-0833
"The Business Insurance Agency"

NORRIS MAFFETT, C.L.U.

General Agent
THE CONNECTICUT MUTUAL LIFE
INSURANCE COMPANY
1420 Walnut Tel: KIngsley 5-5100

last year
310 in
worth o

In ad
ity und
factors
their su

Value I

First,
tion of
cation.
ways. F
able to
have th
"Be sh
ideas w
indirect
going to
Second

cessity o
caliber

One s
man thi
\$100,000
And an
ity pros
your fut

Third
the imp
puts it t
markets
"This is
world. S
others
heights.
saying a
help but

Fourth
business
commun
commen
Here are
is a char
of chara
ter."

Rewards

—I be
direct pr
tions to
ter life f
profit for

—I try
gitimate
work giv
municate

—"My
gained
their goa
is beyon

And la
ing men
specific
was a h
financial
belief th
hard thi
between

Time
other co
but, to m
six men
ents of s
in steel
writing:
specific
willingne
sistent e
tion, of
time con

In sho
his own
If he is a
he is a to
and the r

last year alone will earn him \$38,310 in total commissions. He is worth over \$300,000.

In addition, all six of these quality underwriters named five more factors that they hold to be vital to their success.

Value Education

First, each has a definite realization of the value of continuing education. They express it in different ways. For example, "I want to be able to sell in every market. I must have the professional concept." Or "Be sharp mentally and develop ideas which will help others—and indirectly help yourself. I am still going to school."

Second, each recognizes the necessity of constantly improving the caliber of his prospects.

One says, "Think big. The \$5,000 man thinks at a \$5,000 level, the \$100,000 man at a \$100,000 level." And another, "Always seek quality prospects. They will pay for your future."

Third, each has a strong belief in the importance of enthusiasm. One puts it this way. "If you think your markets are dead, they are." Or, "This is the best business in the world. Sharing in the progress of others motivates me to greatest heights." Or "I believe what I am saying and, consequently, I can't help but be enthusiastic."

Fourth, each is dedicated—to his business, to his family, and to his community. Their spontaneous comments are worthy of the record. Here are a few:—"Life insurance is a character sale made to people of character by people of character."

Rewards Follow Contributions

—I believe your rewards are in direct proportion to your contributions to others. If you create a better life for others, you will make a profit for yourself and your family.

—I try to fulfill all of man's legitimate desires. Dedication to my work gives me the power to communicate and close."

—"My greatest satisfaction is gained from helping men reach their goals—a compensation which is beyond dollar value."

And last, each of these outstanding men spoke of their need for a specific goal in life. For some it was a high purpose, for some a financial target. But all share the belief that willingness to do the hard things first is the difference between excellence and mediocrity.

Time won't permit me to quote other comments from their creeds, but, to me, the testimony of these six men establishes these ingredients of success which apply equally in steel companies or life underwriting: Loyalty, enthusiasm, a specific goal, dedication, and the willingness to pay the price of consistent effort, of continuing education, of prospecting upward and of time control.

In short, the life underwriter is his own boss—of his own business. If he is a tough boss—of himself—he is a tough boss of his business—and the results will show.

New York Life Will Give Company Dinner

The ballroom of the Brown Palace Hotel Thursday evening will be the scene of a company dinner and reception given by New York Life. The home office representatives acting as hosts will be Clarence J. Myers, president and chairman; Dudley Dowell, executive vice-president; Raymond C. Johnson, vice-president in charge of marketing; Paul A. Norton, vice-president, and James D. Dunning, vice-president.

Also, G. Thomas McElwrath, San Francisco; Amelia E. Reichert, assistant vice-president; F. Michler Bishop, field secretary; Helen S. Downes, agency assistant; Fred J. Heck, assistant managing editor of Nyllic Review, and William R. Hart, director of public information.

Hancock Dinner Thursday

A company dinner and reception will be held by John Hancock Thursday evening in the Onyx Room of the Brown Palace Hotel. Hosts for both functions will be: Clyde F. Gay, executive vice-president; R. Radcliffe Massey, vice-president; George Vinsonhale, vice-president; Frank B. Maher, senior vice-president, and William J. Bird, western vice-president.

Also, Victor A. Lutnicki, senior vice-president; Philip H. Peters, vice-president; William D. Bacon, superintendent of agencies; Harold W. Chader, superintendent of agencies; Robert E. Dye, superintendent of agencies, and Edwin P. Gunn, director of field training.

Grubb Is Commonwealth Host

John C. Grubb, vice-president, field management, of Commonwealth Life, will be host at the company's reception and dinner Thursday evening in the Spruce Room of the Albany Hotel.

In Appreciation

... of a continuing job
well and successfully done —
we commend the members of
the National Association of Life
Underwriters—in attendance at their
Seventy-Second Annual Convention.

Equitable Life of Iowa

FOUNDED 1867 • DES MOINES

A story of . . . **GROWTH and PROGRESS**

	Admitted Assets	Insurance in Force
1940	\$905,064	\$7,703,483
1950	\$6,527,300	\$34,552,332
1955	\$12,494,145	\$45,169,420
1960	\$20,638,209	\$66,447,298

Present Assets over \$21 Million Over \$70 Million Life Insurance in force.

As the western U.S. increases in economic importance, BANKERS UNION LIFE keeps pace with the trend.

Investigate our profit sharing contract and non-forfeitable renewals. Operating in 13 states, offering ordinary life on par and non-par plans.



BANKERS UNION LIFE INSURANCE COMPANY

200 JOSEPHINE

DUDLEY 8-4651

DENVER 6, COLORADO

C. B. McCormick, President

Recalls Major Events Of MDRT Rally

(CONTINUED FROM PAGE 13)

of the public and especially on the part of other financial planning practitioners in the fields of law, accounting, and banking; (6) by having the support of candidates and the espousing of causes to others.

In connection with good public relations, Mr. Irvine noted that for the first time to his knowledge

there were gathered under the same roof, at the recent MDRT annual meeting, the presidents of NALU, the trust division of the American Bankers Assn., the American Bar Assn., the American Institute of Certified Public Accountants, the American Society of CLU, and the chairman of the Million Dollar Round Table.

"Be assured that there was no

axe-grinding or negotiating on this occasion," he said. "We simply shared with them the most gracious hospitality of which we were capable in an attempt to create for the insurance industry, of which you are a part, the friendly climate to which I referred earlier."

Discussing another public relations project—getting the cooperation of companies in discontinuing the use of "million dollar" for pro-

ducers and for production clubs, Mr. Irvine said that "our public relations committee has been accorded the most favorable and gracious reception on the part of all companies contacted."

"A number of companies have already agreed to change the names of their production clubs but have requested us to withhold any publicity in this regard," he said. "By the end of the year, we expect to be able to announce that the name of the Million Dollar Round Table, insofar as the companies represented by the majority of its members are concerned, stands clearly to itself as a unique symbol of sales performance recognition, with greatly enhanced benefits to the institution of life insurance and to the public."

Mr. Irvine's next "playback" dealt with the recently completed comprehensive membership survey tabulating a great many important facts about MDRT members—how old they are, their education, their years of experience in the business, the training courses they take, the kinds of business they do, the picture as to volume, premiums and lives, their gross income, the value of their vested commissions, their form of business organization, the outside interests in which they engage, their business expenses, and other interesting data.

"We believe this information to be of great value to our members, to you, and to the industry at large," said Mr. Irvine. "We hope that you too will find occasion to make use of it in planning for upgraded production."

Mr. Irvine also recalled that at the MDRT meeting President Deane C. Davis of National Life of Vermont made a "very generous" contribution on behalf of the company to the MDRT Foundation.

After Mr. Albritton finished reading Mr. Irvine's remarks, he introduced the other members of the 1961 executive committee and the new member who will be added to the 1962 committee.

Introduced as vice-chairman of the 1961 MDRT, chairman-elect for 1962 and chairman of the program committee for the 1961 meeting, Lester A. Rosen, Union Central, Memphis, spoke briefly on next year's meetings, to be at the Queen Elizabeth Hotel, Montreal, and the program that his committee planned for the 1961 meeting, and then introduced Ron Stever, Equitable Society, Los Angeles, a past chairman of the Round Table, who made the closing address at the 1961 Round Table meeting. His MDRT Hour take is reported elsewhere in this issue. Mr. Stever was also a featured speaker on the MDRT Hour when NALU last met in Denver 24 years ago.

Southland Life Contingent

Kenneth B. Skinner, vice-president and agency director of Southland Life, is on hand during the convention as home office representative of his company.

Ever Seen an Actuary Blow a Fuse?



The other day we did, soon after we asked a Junior Actuary this question:

"How many combinations of policy and rider can The Manhattan Life issue as of now? Must be an awful lot of 'em. There are 55 policies and 18 riders, and most every rider can be attached to most any policy. Then you've got to figure that just about everything is issued up to 1,000% Mortality, which means, in most cases, twelve sub-standard tables, A through FZ. Don't bother about all the ages we issue at or the different year-spans of each rider."

The Actuary scowled a bit, then stroked his chin as he meditated.

All of a sudden, he started manipulating keys on an ultra modern, if small, computing machine. Reminded us of a piano virtuoso at the ivories. The more keys the Actuary punched,

the more the machine got agitated, jumping like a frog. The figures in the peep holes kept getting bigger and bigger.

Then it happened — FAST. The machine quit cold; the light went out.

Our Actuary looked perplexed. "Must have blown a fuse! Too many combinations for this small machine to handle," he muttered. "The big machine is tied up. How about coming back next week?"

Sorry, but we couldn't get the answer by press time. Let's just say this for the moment: The Man from Manhattan Life can offer you a big range of sales-closing combinations. With few exceptions, the underwriting goes to 1,000% Mortality, which means a lot when you have a "tough one."

Call The Man from Manhattan and tell him your problems.

Over \$1,500,000,000 of Insurance in Force

THE MANHATTAN LIFE  **INSURANCE COMPANY**
of New York

Home Office: 111 West 57th Street
New York 19, N. Y.

Patter

(CON
useful pu
ordinated
in cooper
Life Insu
and local
ture on a
It can be
look at t
surance
paigm" to
accompli

Reflect E

We m
upon ou
associati
Poorly
thetically
associati
they rec
legislatur
their ow
ly, these
of refle
rather th
will to
officers
tions nee

Our c
must be
are to r
present
ocrisy o
fastly d
rect wr
caught
disrespe
system
upgrad
tions. V
ing and
the ma
made t
is. No
upgrad
of our
derwrit

Need T

Ther
thorough
service
associa
time, r
become
fer our
state
service
a legis
state c
staffed
tion. T
exchan
legisla
state, t
about
islative
improv
countr
sociati
Califor
years
Inform
of our
commi
source

Must

It is
must
ficatio
there

Patten's Platform: Better Agent Image

(CONTINUED FROM PAGE 4)

useful purpose by developing a coordinated public relations program, in cooperation with the Institute of Life Insurance, bringing the state and local associations into the picture on a completely united front. It can be done. We need only to look at the National Assn. of Insurance Agents' "Big 'I' Campaign" to realize how much can be accomplished.

Reflect Badly On All

We must exert great influence upon our various state and local associations to upgrade themselves. Poorly financed, badly or apathetically organized state and local associations deserve the respect they receive from companies, the legislatures, the general public, and their own members. Unfortunately, these "images" have a bad habit of reflecting on all associations rather than just those needing the will to succeed. NALU and state officers should help those associations needing attention.

Our organization, at all levels, must become more effective if we are to meet the challenges of our present marketing crisis. The hypocrisy of a company official steadfastly denying his company's direct writing practices, only to be caught in the act, is the result of disrespect the American agency system cannot afford. We must upgrade ourselves and our associations. We must all become knowing and articulate spokesmen for the marketing system which has made this industry the success it is. No single instrument for this upgrading can equal the potential of our National Assn. of Life Underwriters.

Need Thorough Service

There is a great need for a thorough NALU state legislative service. With more and more state associations organizing on a full-time, responsible basis, this need becomes more acute. We must offer our member associations a full state legislative informational service. NALU must subscribe to a legislative bill service from each state capitol and be adequately staffed to review all state legislation. This information should be exchanged. When life insurance legislation is introduced in one state, the other states should know about it and quickly. Such a legislative service can do much to improve state laws throughout the country. Knowledge of an Ohio association bill could easily save California, as an example, several years in study and drafting time. Information must be in the hands of our state association legislative committees. NALU is the only source for such complete service.

Must Be Qualified

It is my personal belief that we must develop better agents' qualifications laws in all states. While there are those who believe that it

is an insult on the integrity of the life insurance industry to have any regulatory or licensing laws whatsoever, I believe that the life underwriter must be qualified. The public must have basic assurances. "Let the buyer beware" is not a generalization we can afford to have applied to life insurance. NALU can do much to encourage and assist the various states in

drafting new and improved qualification laws.

NALU should continue to use its influence in an attempt to improve state insurance departments. Poorly paid, understaffed insurance departments are not in the best interests of the life insurance industry or the public in any state or in the nation. They create the vacuum in which poor practices thrive.

I believe that NALU must and

will carefully weigh viewpoints of all its members and will embark upon a renewed course of creative leadership. NALU is a great organization, for it is composed of great men and women. As these men and women—each one of us—can improve each day, so can the National Assn. of Life Underwriters. This is a portion of my association philosophy. If elected trustee, I pledge my time and talents to this end.

PLANNED LIFE INSURANCE PROGRAM SERVICE MANUAL

CONTINENTAL AMERICAN LIFE INSURANCE COMPANY

THE METHOD AND THE RESULTS

Continental American's Planned Life Insurance Program Service, based on a distinctively professional concept, is an organized, systematic method of building clients through estate planning, and conscientiously providing maximum protection at minimum cost. The results this method produces, year after year, are significant.

Ranked last year in the top five of all life insurance companies in the nation, the 1960 Continental American average policy written was \$16,343; average policy in force, December 31, 1960, was \$8,864.

In their continuing enthusiastic practice of the principles of the Planned Life Insurance Program Service, Continental American representatives are certain to reach even greater heights of personal achievement. They know that better business comes from the increasingly better client service they are equipped to render—and that better business brings with it proportionately greater rewards.

Continental American Life Insurance Company

WILMINGTON, DELAWARE

1960
Average Policy:
Written \$16,343
In Force \$8,864

PARTICIPATING PREFERRED
CLASS ORDINARY LIFE
Insurers provide a check. Premiums
payable for the Annual dividend.

Insurance Lets Widow Maintain Status

(CONTINUED FROM PAGE 15)

loan for building fence around house, \$10; telephone, \$25; electricity, \$12; heat, \$15; water, \$3.30; life insurance, \$5.20; car insurance, \$18; food and incidentals, \$200; department store bills, \$80; drug store, \$30; hardware store, \$20; car upkeep, \$30; milk bill, \$8; cleaning woman (once a week), \$40; liquor, \$15; eating out (once

a week), \$30; baby sitters, \$20; total expenses, \$970.77; left over, \$29.23.

Unforeseen Expenses

And even the \$29.23 which theoretically is left over is very seldom there. It, too, seems to go each month for some unforeseen expense.

Now what does that young man

need—he and the millions of others like him? The stock market? Mutual funds? Even the savings bank? No, he needs none of these. What he needs is you. He needs someone to reach him, to take hold of him, to lead him into a sound financial path. He needs a good hard-hitting life underwriter to point out to him that he is exposing his family to one of the cruellest dangers in life—

the danger of being suddenly and forcibly thrust from their own world that they know and love into a very bitter and unhappy world.

And what should this hard-hitting life underwriter sell to this young man? Term insurance? Minimum deposit? Well, he surely needs protection—there is no question about that—but he also needs a plan of accumulation which some day will keep him and his wife in their own world, and he needs to have that plan of accumulation so bound to the safety of his family that he just won't dare to discontinue it. He needs a good program of permanent life insurance, and that's all he needs.

Experts In Security

Gentlemen, neither you nor I are investment experts, but we are experts in a certain type of financial planning. We are experts in pointing out and appraising future financial needs, and in offering guaranteed plans for meeting those needs. We can provide genuine security, the certain knowledge that people may always remain in their own world. And we can do it for less money, less annual outlay than any one else.

I had a friend some years ago who was an extremely successful life underwriter and a man of very strong conviction. He sold almost unbelievable premiums to people on the strength of the fact that these premiums were the very least his prospects could set aside and still be assured of the incomes which they or their families would need in old age or in the event of premature death. Any other method would require the establishment of an interest income and that would take a lot more money.

'You Must Afford It'

When his prospects protested that they couldn't afford such large premiums, my friend, in all sincerity, would say, "It doesn't really matter whether you can afford this premium or not. You must afford it—or else you will not have the income which you have told me you will need later on. This is the least amount of money you can possibly save which will do the job. And so you can make up your mind right now that you will assume this premium—or you will not have the income." That took courage and conviction, but it produced astounding results.

Must Be Challengers

Let's forget the challenge and become the challengers. Let's take the offensive. We aren't selling securities—we are selling security. Let's renew our own conviction that we are still the only ones who can bring true security to most people. Let's approach them with complete confidence that no one has a more important mission, or a more important message, than ours. If we truly believe that, and there is every reason why we should, our prospects will listen to us. And they will accept our recommendations.



For your travel throughout the U.S. and Canada, more than 75,000 miles a year in the service of the industry—we thank you.



For your inspiration to all of us with penetrating messages to civic, insurance and community groups and audiences everywhere—we thank you.



For your direction of the progress of your company's branch office in Abilene, Texas, outstanding sales achievements and for qualifying annually as a director of company honor clubs—we thank you.



For your service to your community, your state and your industry with unselfish zeal—we thank you.

McMillon

MAN IN MOTION...

Busy Moving Ahead, R. L. "Mac" McMillon is always in the center of activity.

Mac, we commend you for your great contribution to your profession, service to your clients, your leadership as Vice President of the National Association of Life Underwriters, as well as your busy life of accomplishment.

—your **BMA** friends and associates

Business Men's Assurance Company

Kansas City 41, Missouri



For your example of American family life at its best—and to your family for sharing your time and talents so generously with all of us—our sincere thanks.



For your leadership in industry affairs as president of the Texas Assn. of Life Underwriters, the Texas Assn. of A and H Underwriters, and as vice president of N.A.L.U.—we thank you.

Steve

(co) reputati about k not a " do thin to inclu the olin glass.

I mak some ki day. It swim, c find th more al person.

I have other a eases of of the my ap ready.

with m bring m I secur ents, p ternatio made i me to

other y the Tur Club. I up ove

Found

Let's or two viewed for pro rule an than a life ins pointed applied stages to exp progres fuller a

"Hap our qua we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

we wo and w profess curity welcom

Stever Gives Work-Plan At MDRT Hour

(CONTINUED FROM PAGE 12)

reputation for being concerned about keeping reasonably fit. I'm not a "Vic Tanny" about it, but I do think our daily exercise ought to include more than fishing for the olive at the bottom of the glass.

I make it a point to try to fit in some kind of physical break every day. It may be a round of golf, a swim, or some similar activity. I find that it keeps me healthier, more alert and more efficient as a person. It's especially beneficial if I have a business meeting or some other activity in the evening. It eases off the accumulated tensions of the day, and lets me go on to my appointment refreshed and ready. Even if you don't agree with me, don't knock it. It can bring more than physical rewards. I secured one of my biggest clients, put our company on the international business scene, and made it possible for my wife and me to go to Europe almost every other year as a result of going into the Turkish bath at the California Club. I could say I got all steamed up over the deal—but I won't.

Found Richer Life

Let's sum up during the moment or two that remain. I have reviewed the details of the "pattern for progress" which has been my rule and my guide during more than a quarter of a century in the life insurance profession. I have pointed out how that pattern has applied without change to various stages of development. I have tried to explain how my professional progress has enabled me to find a fuller and richer life.

"Happiness is the full use of all our qualities toward excellence." If we would acquire lasting success and worthy membership in this profession; if we would find the security which makes each day a welcome opportunity to build for

tomorrow; if we would find the joyful acceptance of life that makes every occasion a great occasion; if we would be the happiest man in the best company in the greatest profession in the world; if we would do all these things—should we not search our minds and hearts and discover what our objectives in life really are? And when we have recognized them—should we not sit down and spell out, rationally and realistically, exactly how we plan to achieve them?

"Somewhere under the stars there is work that you alone were meant to do—never rest until you have found it."

Dinner Given On Tuesday

Sun Life of Canada's company dinner, which took place on Tuesday evening at the Denver Athletic Club, had as host for the occasion J. A. McAllister, vice-president, agencies; M. D. Loucks, superintendent of agencies; K. H. Deane, superintendent of agencies; D. E. Hart, superintendent of agencies, and G. P. Pim, superintendent of agencies.

Hosts From Phoenix Mutual

Representing the home office of Phoenix Mutual Life and serving as hosts at the company reception and dinner Thursday evening in the Brand Iron Room of the Cosmopolitan Hotel are Gordon K. Harper, agency vice-president, and Oliver M. Wilhelm, regional vice-president, western area.

Dinner For Home Life (N.Y.)

Hosts for the Home Life of New York company reception and dinner Thursday evening in the Hunt Room of the Petroleum Club will be William P. Worthington, chairman; J. Harry Wood, president, and John F. Walsh, vice-president, western sales division.

a *Leader* . . . **THROUGHOUT** the **SOUTH and SOUTHWEST**

in the **ORDINARY and WEEKLY PREMIUM LIFE and HEALTH and ACCIDENT** fields

JOHN T. ACREE, JR. President

LINCOLN INCOME

LIFE INSURANCE COMPANY

HOME OFFICE: LOUISVILLE 3, KENTUCKY

**THIS WEEK...
...THE N.A.L.U. IS
DISCOVERING HOW
GREAT A DENVER
CONVENTION
CAN BE
AT**



The Denver Hilton

**HOW ABOUT A DENVER HILTON
CONVENTION FOR YOUR COMPANY?**

- 884 air-cond. rooms
- 6 restaurants and bars
- underground garage
- meeting rooms
- reasonable rates
- finest service

WRITE, WIRE OR PHONE

DICK NOBLE, Sales Manager

1550 Court Place, Denver 2, Colo.

AM6-3911

If you're a
good man with ambition
you and Standard
are made for each other!



Tune in on big career opportunities now being offered by this progressive, expanding western company.

Write R. V. Cummins, Vice President and Sales Director
P. O. Box 711, Portland 7, Oregon

Standard INSURANCE COMPANY

HOME OFFICE • PORTLAND, OREGON

LIFE • ACCIDENT • SICKNESS • Individual & Group
Serving Oregon, Idaho, Washington, California, Utah, Hawaii,
Arizona, Nevada, Alaska

Pitcher Elected Chairman Of GAMC At Tuesday Session

Robert B. Pitcher, John Hancock, Boston, was elected chairman of General Agents and Managers Conference Tuesday during the NALU convention.

Others elected by the committee

were C. Carney Smith, Mutual Benefit Life, Washington, D. C., for vice-chairman; L. Kent Babcock, Aetna Life, Philadelphia, for secretary, and Dale A. Simpkins, New York Life, Milwaukee, for treasurer.

Hastings Smith, New England Life, Indianapolis, was elected for a one-year term as a director, filling the vacancy created by the nomination of Mr. Simpkins.

Others elected for three-year

terms as directors were Emanuel M. Belkin, Prudential, Miami; Dan A. Kaufman, Northwestern Mutual, Evanston, Ill.; Himes M. Silin, Lincoln National Life, Erie, Pa.; and Robert L. Woods, Massachusetts Mutual, Los Angeles.

At the convention from **National Life** are Dean W. Jeffers, vice-president sales, and John D. Elliot, supervisor, life sales.



How do you judge a company's progress?

Generally speaking, a company's progress is judged by the sale of its product. But a life insurance company is somewhat more complex than others. Its product is intangible and it is not for the moment, but often for the remainder of life and beyond.

There are many things to consider in measuring the progress of a life insurance company. Its sales, of course, and the growth of its insurance in force... its assets... the way its policy plans meet current needs... the efficiency and training of its sales force... the completeness of the service which it can offer its policyholders... the enthusiasm and company loyalty that extends throughout the entire organization.

Measured by any of these standards, the Sun Life of Canada has been successful ever since its first policy was issued in 1871, and its progress continues to be sure and steady today. Its \$9 billion of life insurance in force protects the holders of well over two million policies and group certificates; 150 branch offices from coast to coast in North America provide the finest of life insurance service, and its policy plans are modern and up-to-date in keeping with the changing times in which we live. The Sun Life is, indeed, one of the great life insurance companies of the world.

SUN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE: MONTREAL

One Candidate Puts Her Platform In The Form Of Acrostic



Mary M. Keon

One of the nine NALU trustee candidates lent a novel touch to her platform by putting it in the form of an acrostic. Her name will be found by reading downward the first letter of each sentence.

Maintain a continuing vigil over all federal and state legislation affecting our business.
Advance the sale of permanent life insurance, and encourage the sale of health insurance.
Research methods of correcting the replacement problem.
Your interests protected—your suggestions welcomed.
Curtail social security extension, including proposed health benefits.
More membership in NALU.
Communications expanded and improved among all levels of our association—national, state and local.
Keogh-type legislation watched carefully so we can exert maximum influence for use of life insurance and annuities as funding media for retirement plans of the self-employed.
Efficient and economical management of NALU affairs to get the greatest good from our dues dollar.
Oppose unorthodox application of the group insurance principle, such as jumbo group, direct writing, etc.
No extension of National Service life insurance.

Hosts From Ohio National

Three officials of Ohio National Life attending the convention as home office representatives will serve as hosts at the company dinner Thursday evening in the Denver Hilton Hotel. They are Frank A. Johnson, agency vice-president; Sam Osborn, director of sales promotion, and B. W. Dornbirer, assistant agency vice-president.



Trustee Charles Anchell, New York Life, New York City; Mrs. Anchell, and Jack R. Manning, managing director of the New York City association.



Robe man; M with P York S

At Societ tion: Rosen, tual, who ha of me rangem Americ ty and College ert W Aetna ton, presi Americ ty, and sen.



At th Robert vice-pra presi



Mill NALU Walte McKe York Philad of MD

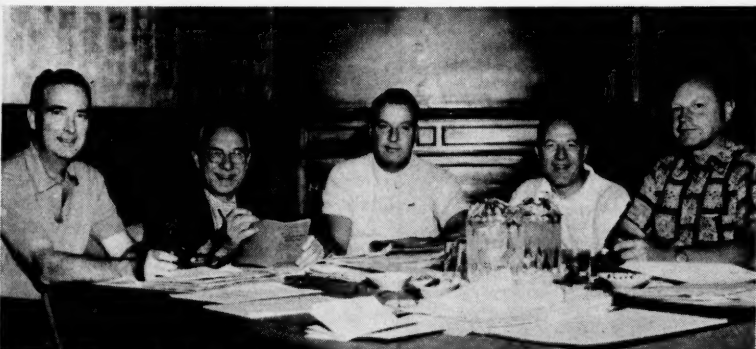


Robert W. Frye, Northwestern Mutual, Denver, convention chairman; Mrs. Frye; Mrs. Spencer L. McCarty, and Mr. McCarty, who is with Provident Mutual in Albany and is managing director of the New York State association.

At American Society reception: Bernard Rosen, State Mutual, Denver, who had charge of meeting arrangements for American Society and American College; Herbert W. Florer, Aetna Life, Boston, the new president of American Society, and Mrs. Rosen.



At the head table of the NALU trustees-executive secretaries dinner: Robert L. McMillon, Business Men's Assurance, Abilene, Tex., NALU vice-president; Mrs. McMillon, and Lester O. Schriver, executive vice-president of NALU.



Million Dollar Round Table bylaws committee at work during the NALU meeting: George Byrnes, New England Life, Los Angeles; Walter Hiller, Penn Mutual, Chicago, committee chairman; William McKechney, Northwestern Mutual, Chicago; Edward J. Mintz, New York Life, Salinas, Cal., and Theodore Widing, Provident Mutual, Philadelphia. Messrs. Byrnes, Hiller and Widing are past chairmen of MDRT.

A TRIBUTE

TO THE LIFE UNDERWRITER

He is not a doctor, a lawyer, an accountant, nor a clergyman. Yet his work has something in common with all of these professions, and is often synchronized with theirs—to your benefit. He is a lifelong student of many complex subjects. They change and grow in scope from year to year, so that his studies never end. He continuously applies himself to the studies outlined in the training courses offered by his company and his industry—so that he may always serve you to your best advantage. He is a man of high character and warm friendliness. Necessarily so, because he is the trusted advisor of many families—the custodian of many secrets. And to win and deserve this trust, his personality must invite and hold your close friendship. He is a man who is honor bound to put your long range gains above any instant profits for himself—bound by his own standards, and by the high standards of his company and his industry. He is your life insurance salesman. In his hands are the security and the future welfare of you and your family—and the good name of the company he represents. We are proud of his record of faithfulness.

Copyright 1953 • The Farmers and Bankers Life Insurance Company



There is unlimited opportunity in our sales organization for those who meet these standards. Limited territory open in Oklahoma, Colorado, Texas, Arizona, Kansas, Missouri, Arkansas and Nebraska. Inquiries will be held in strict confidence.

Farmers & Bankers Life INSURANCE COMPANY

HOME OFFICE, WICHITA, KANSAS

Limited number of this Tribute, beautifully printed on 13 x 17 sheet and suitable for framing, available from Home Office upon request.

nalU

WELCOME TO DENVER

Glad you could make it to the 1961 NALU Convention. While you are here, be sure and visit the CAPITOL LIFE Hospitality Suite in the Hilton Hotel. You'll be welcome *anytime*, and we would like to show you the plans for our new home office building, under construction just 3 blocks east of the Hilton.



The Capitol Life

INSURANCE COMPANY

HOME OFFICE: 1620 SHERMAN STREET, DENVER

Schneider Outlines Views On NALU Aims

(CONTINUED FROM PAGE 6)

of a complete and objective study of this subject.

Our membership, as a sales force, has never lacked ingenuity, and armed with logical reasoning and competence, they will surmount any perennial market difficulty and reach the vast market that is still there and growing.

NALU's identity with CLU-

LUTC-NQA-HIPA is synonymous with its most important objectives, which are as valid and needed today as they were 72 years ago.

NALU must play an increasingly greater role in favorably influencing the public image of personal insurance coverages, as preferred property, when delivered with competent personal service

facilities which are unique to the American agency system for the distribution of these products.

Good working relationships and open lines of communication with others whose functions pertain to the creation, conservation, and distribution of property must be maintained with an extra measure of tolerance, even in the face of patent bigotry.

NALU has a proud history of statesmanship in probing and rec-

onciling differences by the conference method rather than by the flung gauntlet. Thereby the insuring public is benefited whenever it finds, offered in harmony, all of the objective advice it needs in the solution of financial problems.

NALU must grow in membership, because "the static condition is the beginning of the end." An expanded membership demands that more services and more varied services be available to the entire membership. At the present high membership level the demand has already been made known in the area of advice and guidance needed in state legislative matters, in policy matters unresolved at the national level precipitating a variety of improvisations at the local level, and in inadvertent local administrative indiscretions which competent and available field services might have avoided.

Cost Not Too Great

This costs money. But not more than an informed membership is willing to pay, if all reasonable economies in total administration are observed, and the services are needed and available.

In the field of legislation NALU has won many victories important to every field man, member and non-member alike. In its legislative function what NALU has prevented is less applauded, but probably more significant, than its positive achievements.

Adequately serving 80,000 members in 50 states is big business. A virile business demands sufficient working capital at all times.

With every reasonable economy effected and controlled, plus the retention of a capable and dedicated staff, with prudent and timely additions, NALU must be placed on a sound financial basis, with a strong current position at all times and with every service needed by the membership provided on a pay-as-you-go basis. Available facts will support this premise completely. Key headquarters personnel, dedicated to NALU ideals by a great humanitarian, are available to implement the needed program at the will of a membership who are courageous enough to contemplate the future, as well as regard the present.

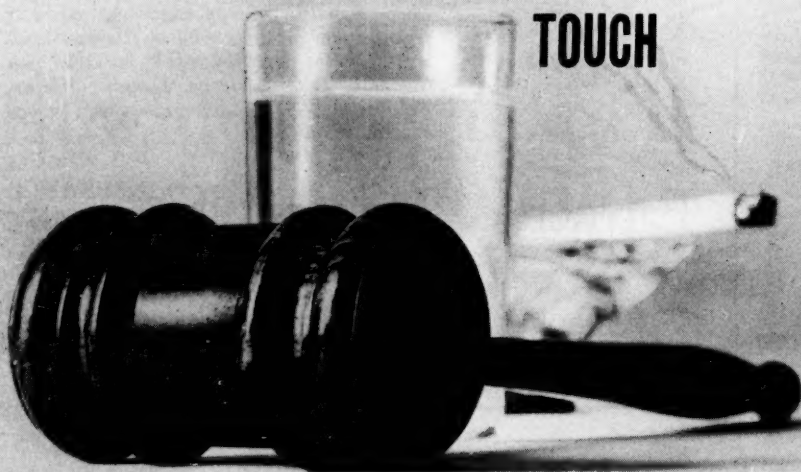
Conn. General Plans Dinner

Connecticut General will hold a dinner and reception for company people Thursday evening. The host from the home office for the affair, which will be held in the Ladies Dining Room of the Denver Club, will be Walter G. Gastil, director of agencies.

Jefferson Standard Host

Karl Ljung, vice-president in charge of agency operations of Jefferson Standard Life, will be host at the company's reception and dinner Thursday night in the Stratton-Tabor Rooms of the Brown Palace Hotel.

THESE GROUPS ENJOYED THE PERSONAL TOUCH



The outstanding groups listed to the right have discovered what makes a convention so memorable at the Shoreham Hotel and Motor Inn in Washington. It's our *personal touch*—the expert, *individual* service that we give every group, large or small.

You'll find no stiff rule-book attitude at the Shoreham. Whether you want to "move a wall" or change a salad, our convention staff are always ready to give you their *immediate* personal attention.

And we've the finest facilities for groups of every size: 700 beautiful air-conditioned guest rooms for conventions in the hotel and motor inn, accommodating 1400 persons ... 25 meeting and banquet rooms accommodating any number from 35 to 1000 ... outdoor swimming pool ... and 44,000 square feet of drive-in exhibit space. For complete Convention Portfolio, write John E. McMurtagh, Director of Sales.

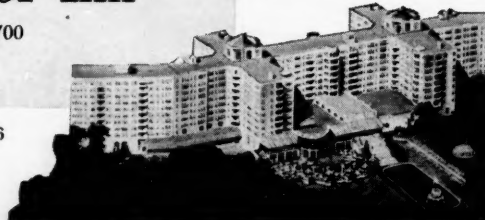
Shoreham Hotel and Motor Inn

Connecticut Avenue at Calvert, Washington, D. C. • ADams 4-0700

New York Office: 60 East 42nd Street • YUkon 6-3048

Also offices in Chicago, DEarborn 2-0089 • Cleveland, CHerry 1-1966

Pittsburgh, ATLantic 1-2373 • Boston, HUBbard 2-0060



A FEW OF THE ORGANIZATIONS WHO HELD THEIR CONVENTIONS AT THE SHOREHAM DURING 1959-60

ASSOCIATIONS

Air Transport Assn. of America
American Alumni Council
American Bar Association
American Industrial Bankers Assn.
American Medical Association
American Pharmaceutical Assn.
American Public Power Assn.
American Society of Testing Materials
American Trucking Assn., Inc.
Assn. of Industrial Advertisers
Milk Industry Foundation
National Assn. of Broadcasters
National Association of Mutual Savings Banks
National Association of Photographic Manufacturers
National Automobile Dealers Assn.
National Candy Wholesalers Assn.
National Electrical Manufacturers Association
National Food Brokers Assn.
National Lumber Manufacturers Association
National Travelers Aid Assn.

INDUSTRY

The Coca-Cola Company
Esso Standard Oil Company
Ford Motor Company
International Business Machines Corporation
Johnson and Johnson
Lever Brothers
Norge Sales Corporation
Parke, Davis and Company
The Pepsi-Cola Bottlers' Assn.
Piggly Wiggly Corporation
Ralston Purina Company
Sperry Gyroscope Company
Sylvania Electric Products, Inc.
U. S. Gypsum Company

INSURANCE

General Insurance Co. of America
Great Central Life Insurance Co.
International Union of Marine Insurance
Liberty National Life Insurance Co.
Metropolitan Life Insurance Co.
Mutual Insurance Agency Assn.
Peoples Life Insurance Company
Prudential Insurance Company
Shenandoah Life Insurance Company

CLUB AND FRATERNAL

Alpha Sigma Tau Sorority
Beta Chi Sorority
Daughters of America
General Federation of Women's Clubs
P. E. O. Sisterhood
Phi Gamma Delta Fraternity
Rotary International Club

OTHER GROUPS

American Forest Products Institute
American Rocket Society
Chamber of Commerce of the U. S.
Fifth International Congress on Nutrition
Fourth Marine Division Assn.
National Council, Boy Scouts of America
National Institute of Governmental Purchasing, Inc.
National Recreation Congress
9th Infantry Division
95th Infantry Division
Tax Executives Institute, Inc.
Tax Foundation, Inc.
U. S. Savings and Loan League
United Steel Workers of America



National Underwriter Regional Sales Managers Willis H. Yocom (left), Denver, and David N. Chapman, Des Moines, rehearse their sales talks in preparation for the big convention.

Hosts For Security L.&A.

Security Life & Accident will hold a dinner for company people Thursday evening at the University Club. Hosts for the occasion will be Stuart C. Ferris, agency vice-president; William R. Ernst, director of agencies; Robert Kershaw, director of sales; William Fralick, assistant vice-president; Fred Beck, agency secretary; Bernard Springer, director of sales promotion, and Cliff Edds, assistant director of sales.

Hosts From Conn. Mutual

Charles J. Zimmerman, president of Connecticut Mutual Life, and Horace R. Smith, assistant agency vice-president, will be hosts at the company's dinner Thursday evening in the Men's Grill of the Petroleum Club. There will also be a reception.

Gulf Life To Entertain

A dinner for company people during the convention is planned by Gulf Life. Serving as representatives of the home office at the meeting and as hosts at the dinner are W. J. Hamrick, senior vice-president, and Loper B. Lowry, vice-president and assistant to the president.

On Hand From Dominion Life

Steele C. Mackenzie, vice-president and director of agencies of Dominion Life, is attending the convention as his company's representative here.

For Security Mutual (N.Y.)

Security Mutual Life of New York is represented at the convention by two officers—Richard E. Pille, president, and Robert M. Best, agency vice-president.

BEST WISHES TO THE
NATIONAL ASSOCIATION
OF LIFE UNDERWRITERS FROM
"AMERICA'S MOST MODERN
LIFE INSURANCE COMPANY"

The company that
furnishes its agents
with quality prospects.

pf

**PACIFIC
FIDELITY**

LIFE INSURANCE COMPANY
Home Office: Los Angeles

Wayne J. Herring, C.L.U., Vice President and Director of Sales



Providing insurance
protection since 1864

THE TRAVELERS
Insurance Companies

HARTFORD 15, CONNECTICUT



**OURS IS A GROWING
COMPANY
IN AN EXPANDING MARKET**

If you have an outstanding record
of personal production

If you are ready
for your own General Agency

If you would like
to grow with ULLICO

WRITE

VICE PRESIDENT—AGENCY MANAGER

THE UNION LABOR

Life Insurance Company

850 Third Avenue

New York City 22

EDMUND P. TOBIN, President

MOST POWERFUL ADVERTISING IN HEALTH INSURANCE HISTORY!

A terrific, hard-hitting, continuing advertising program backs you up all the way! You offer the most complete, most modern product line in health insurance history!

Men and women who thought they had reached their top earning capacity have discovered they can increase their income right from the beginning as career representatives for Mutual of

Omaha. Earnings of \$10,000—\$15,000—\$20,000 and more are within your reach when you build a career with Mutual of Omaha.

Behind this fabulous story of earnings is a well-planned program of sales training and development. Now is the time for YOU to move UP to Mutual of Omaha. Mail coupon below for all the facts!

STRONGEST POSITIONS AND ADS IN NATIONAL MAGAZINES!



3RD-COVER GATEFOLD IN 4 COLORS
— FEATURES TERESA BREWER!

**31,250,000
EXPOSURES**

PARADE

BACK COVER IN FOUR COLORS!
24,955,707 EXPOSURES

This Week

BACK COVER IN FOUR COLORS!
33,397,785 EXPOSURES

**Family
Weekly**

BACK COVER IN FOUR COLORS!
12,818,512 EXPOSURES

American Weekly

BACK COVER IN FOUR COLORS!
23,000,000 EXPOSURES

Local level advertising in Newspapers, Radio and Television!

Throughout the country, local commercials, advertising and shows are selling Mutual of Omaha, paving the way for YOU, rounding up LEADS!

DIRECT MAIL IN MASSIVE CAMPAIGN!

A whopping direct mail program will complete the picture!

Mr. Howard Dewey, Vice President
Mutual of Omaha
Omaha, Nebraska

Dept. 1061

Rush me facts about Mutual of Omaha's Career Program that can boost my earnings 40% immediately!

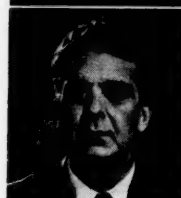
Name _____

Address _____

City _____ Zone _____ State _____

MAIL
COUPON
TODAY

OUTSTANDING RADIO-TV SHOWS



**CHET HUNTLEY
NBC-TV!**

**JACK PAAR
NBC-TV!**

* * * * *

**BOB
CONSIDINE
NBC-RADIO!**

* * * * *

**ARTHUR
GODFREY
CBS-RADIO!**

* * * * *

**FATHER KNOWS BEST
starring Robert Young
CBS-TV!**



**Mutual
OF OMAHA**



**YOUR
GOOD
NEIGHBOR**

MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION
HOME OFFICE: OMAHA, NEBRASKA

The Greatest Name in Health Insurance